



STYLE GUIDE | 2019



POWER PLAYERS GUIDE 2019

LOGO & LEGAL LINES

POWER PLAYERS LOGO:



LEGAL LINES:

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©2019 - ZAGTOON - METHOD ANIMATION - FRANCE TELEVISIONS - WDR - PLANETA JUNIOR

For use when space is limited:

©2019 - ZAGTOON - METHOD ANIMATION



VIDEO TECH

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abcdefghijklmnopqrstuvwxyz
0123456789

MOKI BASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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0123456789

IRON MAIDEN

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0123456789

TUSKER GROTESK

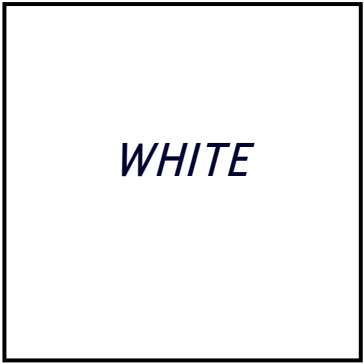
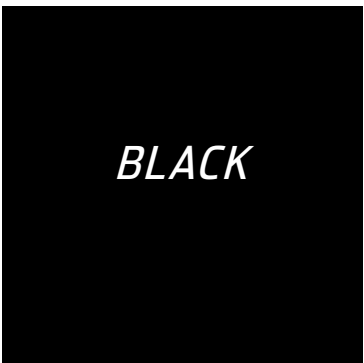
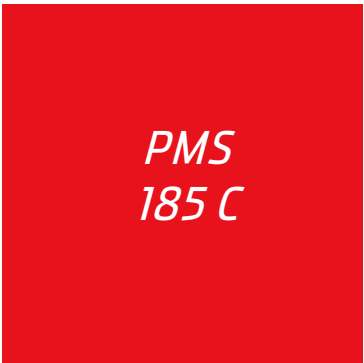
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DUBLON

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MIEDINGER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789





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EDITORIAL

SUPER AXEL:

Game On!
Let’s go, Power Players!
Power Sword!
Power Drone!
Boot Boosters!
Action Axel!
Ready for action!

SARGE CHARGE:

Charge!
Code red!
Keep your eyes on the mission.
It’s gonna blow!
Welcome to toy ranks.
Suit up, soldiers!
Check your six

MASKO:

I love!
I lllllllllike.
My body is ultimate weapon.
I do the wrestle!
Triple-cross my heart and hope to
snacky time!
I do not love the heights!
Masko win the belt!

BEARBARIAN:

Feel the might of World Breaker!
Fur of steel!
Do not call me soft!
I am... Bearbarian!
I am not a teddy bear.

GALILEO:

Ready for my close-up!
Selfie!
Drama is my thing!
You’re blocking my light.
I’m a star!
Junior Genetic Spy Lizard!
Hashtag: Sneak Attack!

BOBBIE BLOBBY:

Sounds like a bad idea. I’m in.
Whatever.
I can’t even.
Gag-dorable.
Talk to the clay.

SLOBOT:

Probability that there is something to
worry about? 99.9%
I am... ready... for action!
We should test speed.
I’ll be right back.
I’m going as fast as I can.

MADCAP:

Let’s play!
All I want is play. All night, all day.
Bring me the Power Bandz!
Time to wake up a new toy!
A blast of Minergy will do the trick!
Playtime’s just begun!

JOYRIDE:

I’m not a vehicle, I’m an individual!
I belong to no one save myself!
Let me drive!

PORCUPUNK:

Ready to rock?
Eat quills!
Welcome to the Toy Factory.
Rubbish!
No stage crashers allowed!

ORANGUTANK:

Orangutank!
No one tells Orangutank what to do!
Orangutank rules!

PRINCESS SUGARSALT:

I am the Queen who breaks everything!
Someone needs to teach you how to speak to royalty.
If it isn’t my party, it isn’t anyone’s party!
A princess needs underlings!
I’ll divide and conquer! With sweetness!

DYNAMO:

My power’s at my core!
Either way – you lose, I win.
Heavy objects are perfect for crushin’ enemies.
I pull ‘em in, then punch ‘em out!

ICE CRUSHER:

Hockey time, eh?
I eat ice for breakfast!
I got goals of my own, eh.
Crushin’ is the name of my game!

DR. NAUTILUS:

Diviner of the deepest depths!
Who better to rule a submerged kingdom!
Here comes the flood!
So rises Doctor Nautilus!



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3D CHARACTER ART - AXEL



PP_CHARA_3D_AXEL_02



PP_CHARA_3D_SUPER-AXEL_01



PP_CHARA_3D_SUPER-AXEL_06



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3D CHARACTER ART - AXEL



PP_CHARA_3D_SUPER-AXEL_04



PP_CHARA_3D_SUPER-AXEL_02



PP_CHARA_3D_SUPER-AXEL_05

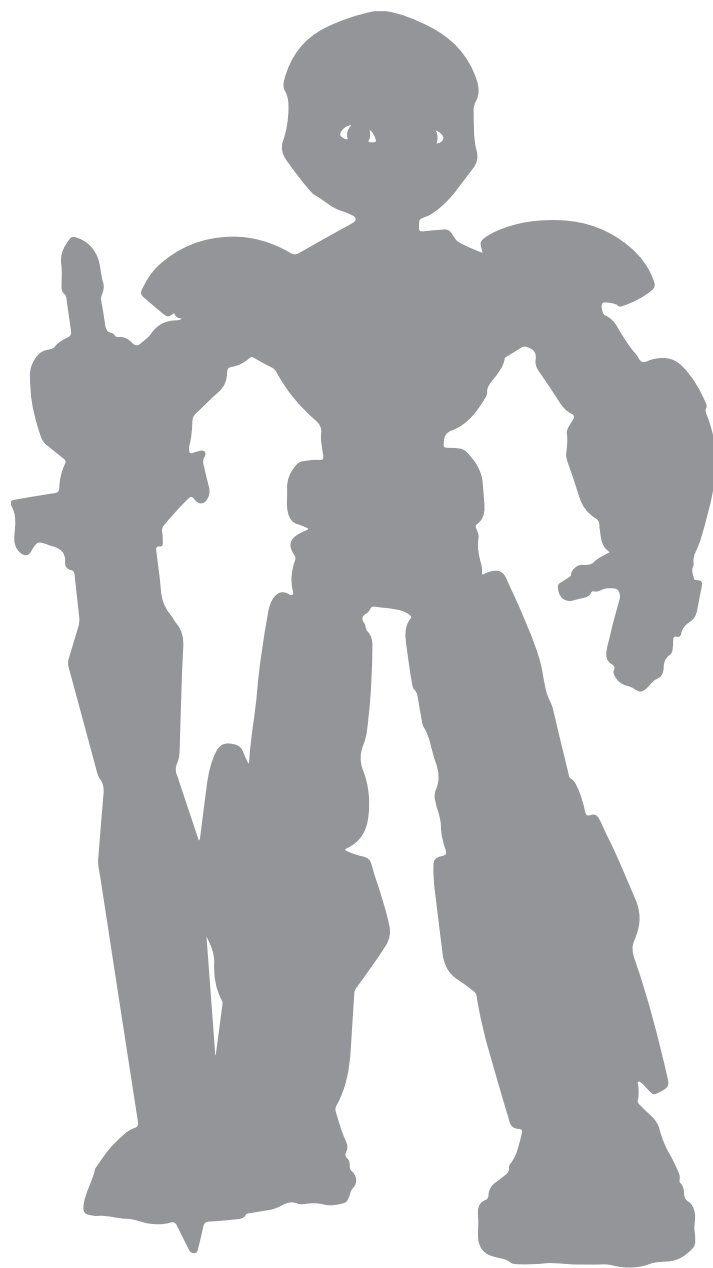


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3D CHARACTER ART - AXEL



PP_CHARA_3D_SUPER-AXEL_03

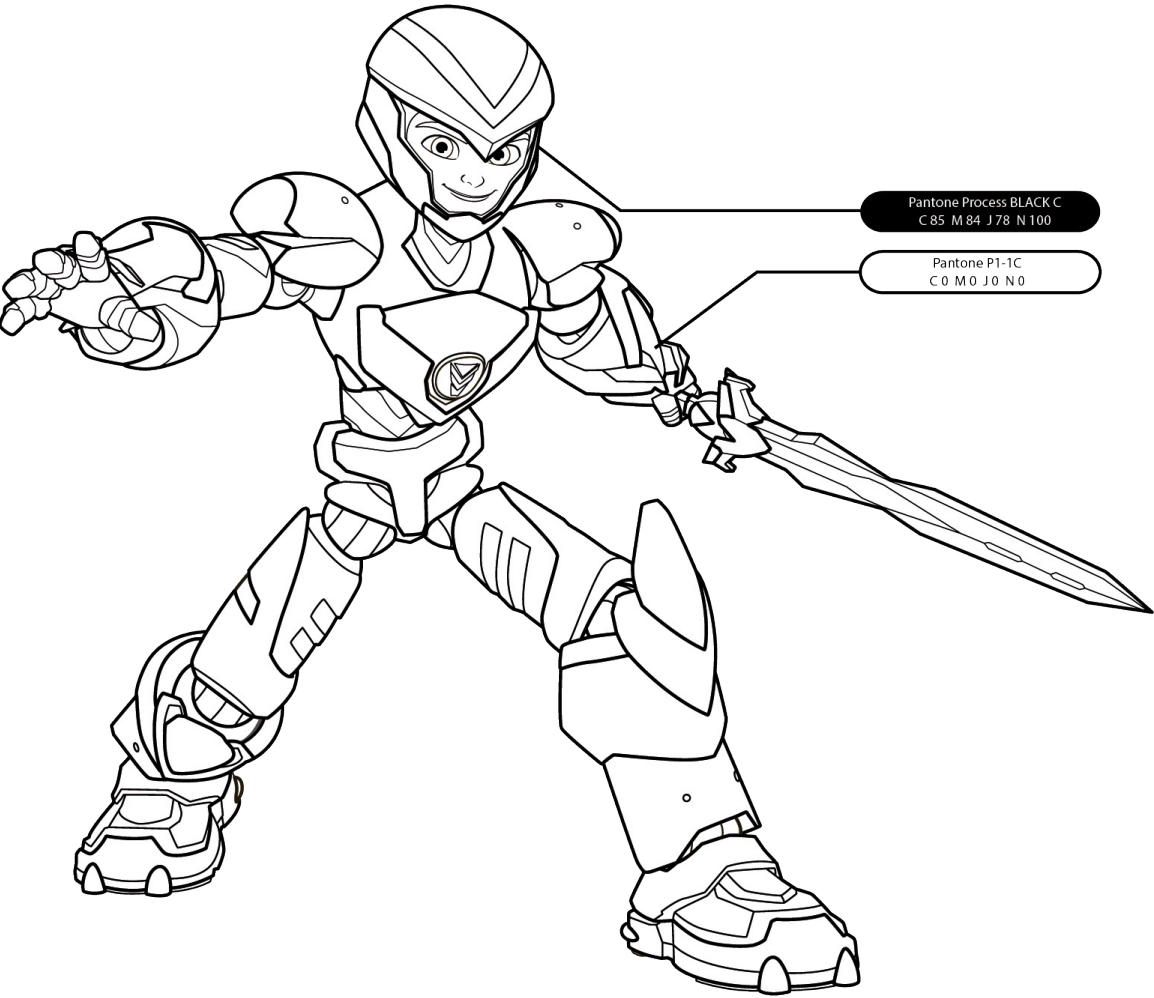
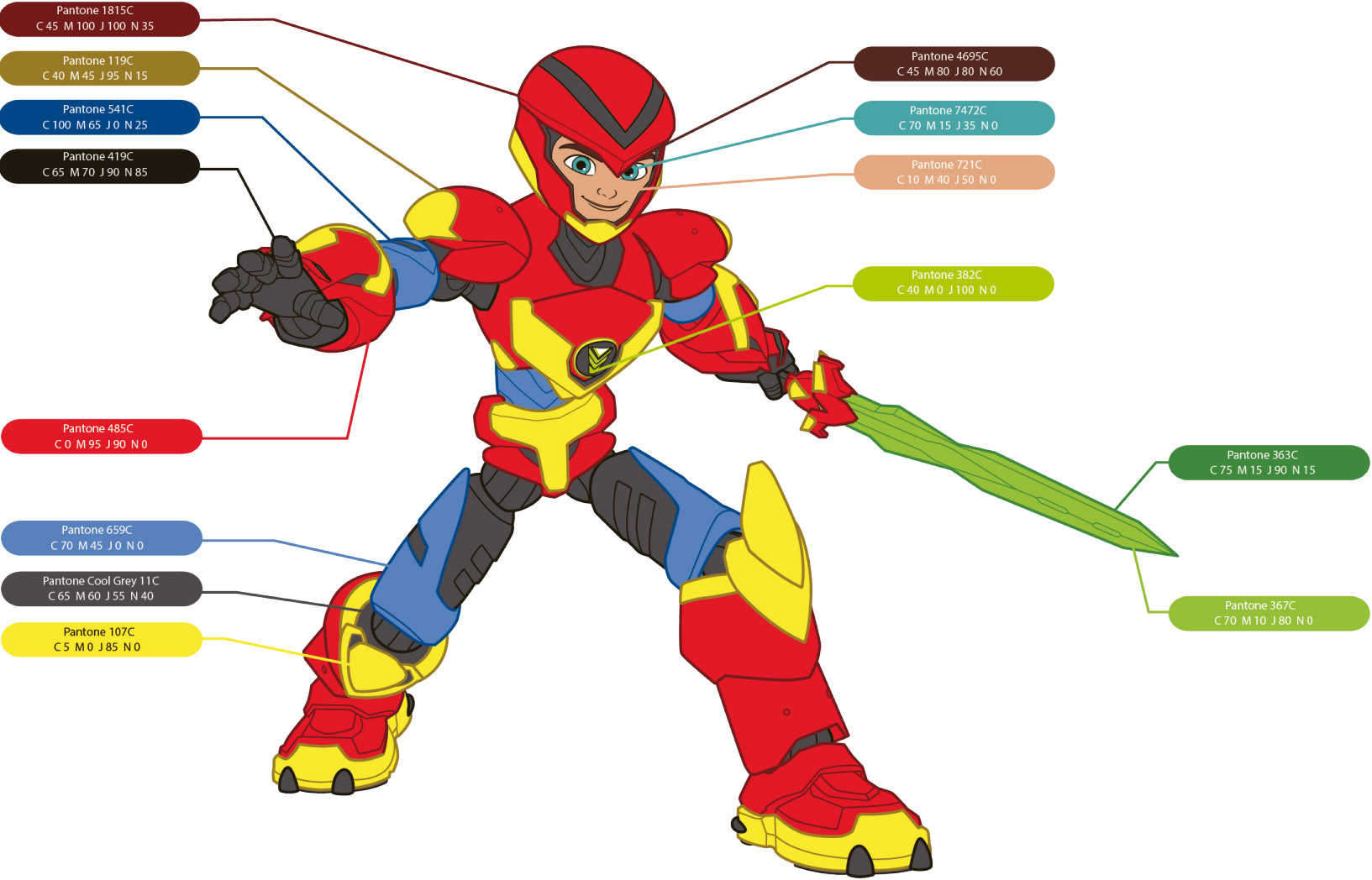


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CHARACTER ART - AXEL - COLOR BREAKDOWN



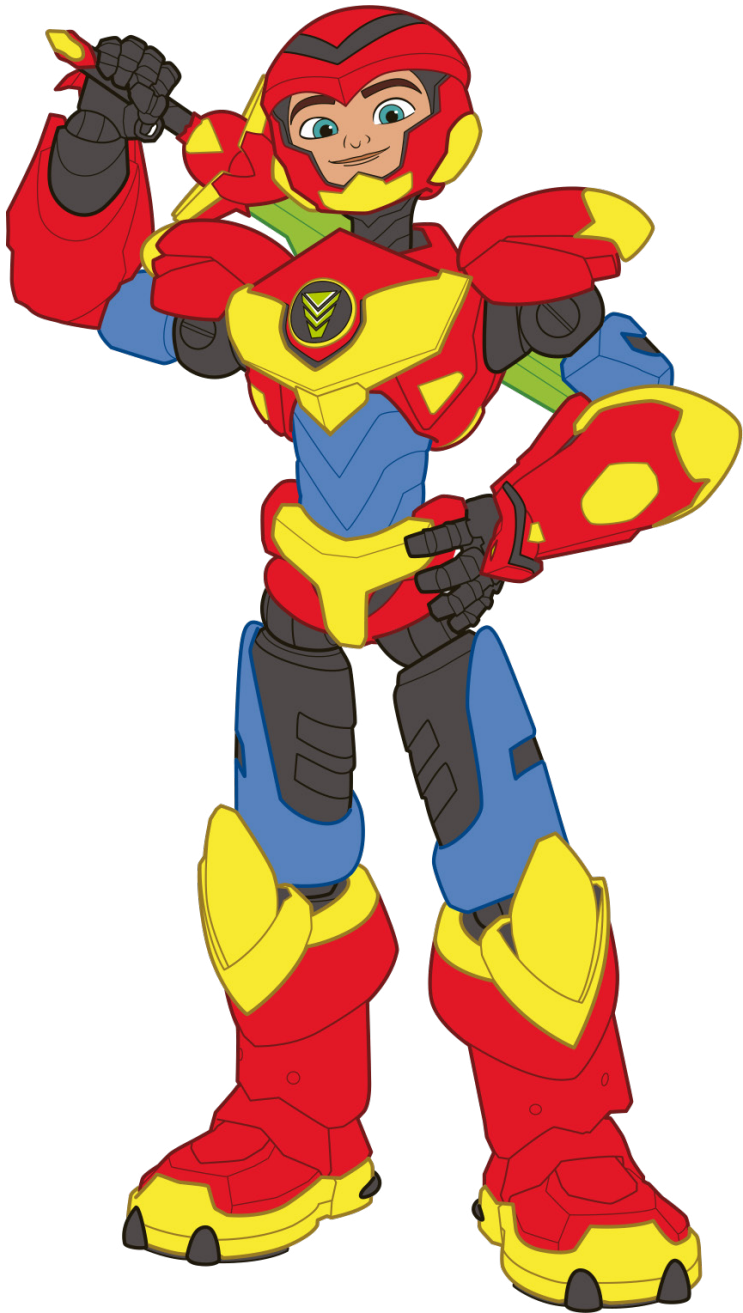


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VECTOR CHARACTER ART - AXEL



PP_CHARA_2D_AXEL_02



PP_CHARA_2D_SUPER-AXEL_01



PP_CHARA_2D_SUPER-AXEL_06



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VECTOR CHARACTER ART - AXEL



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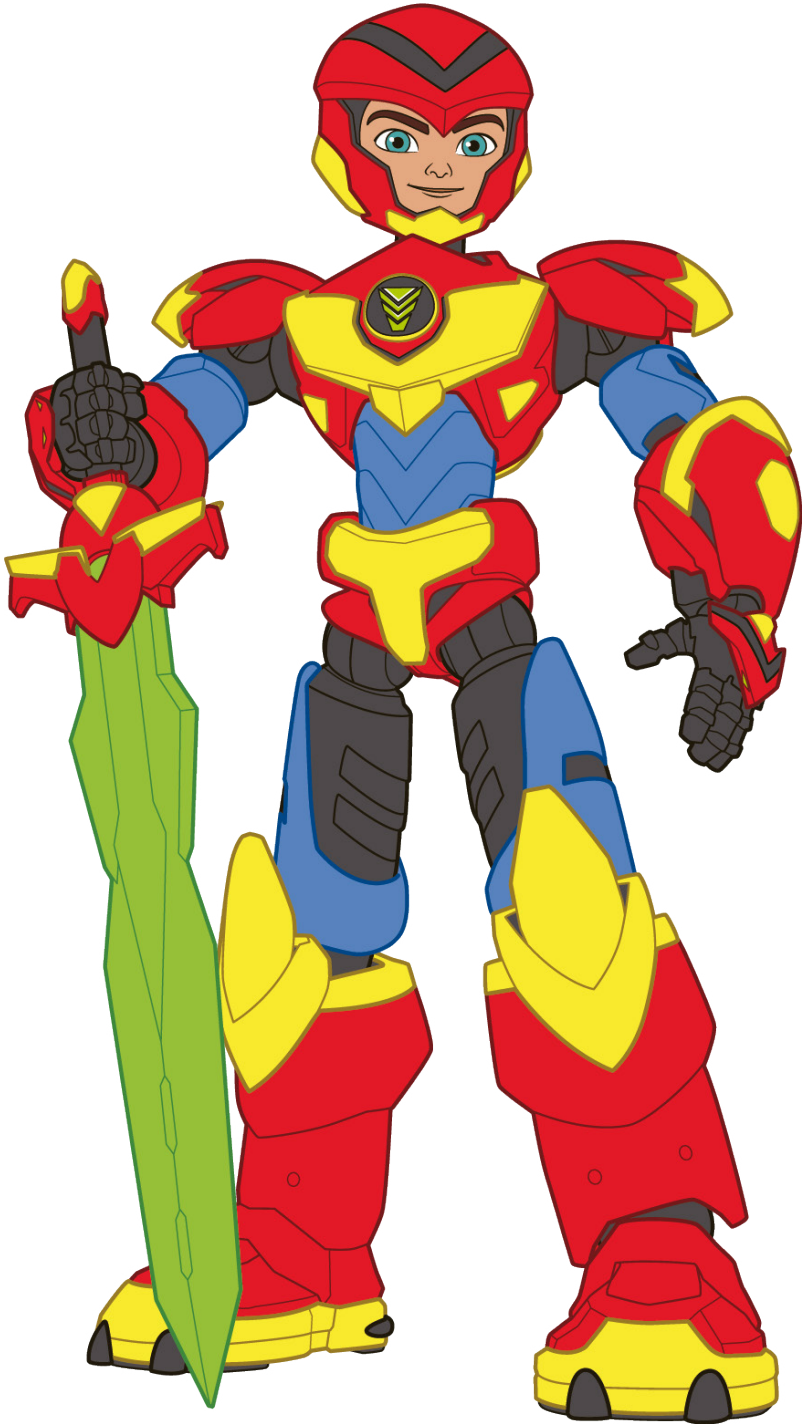
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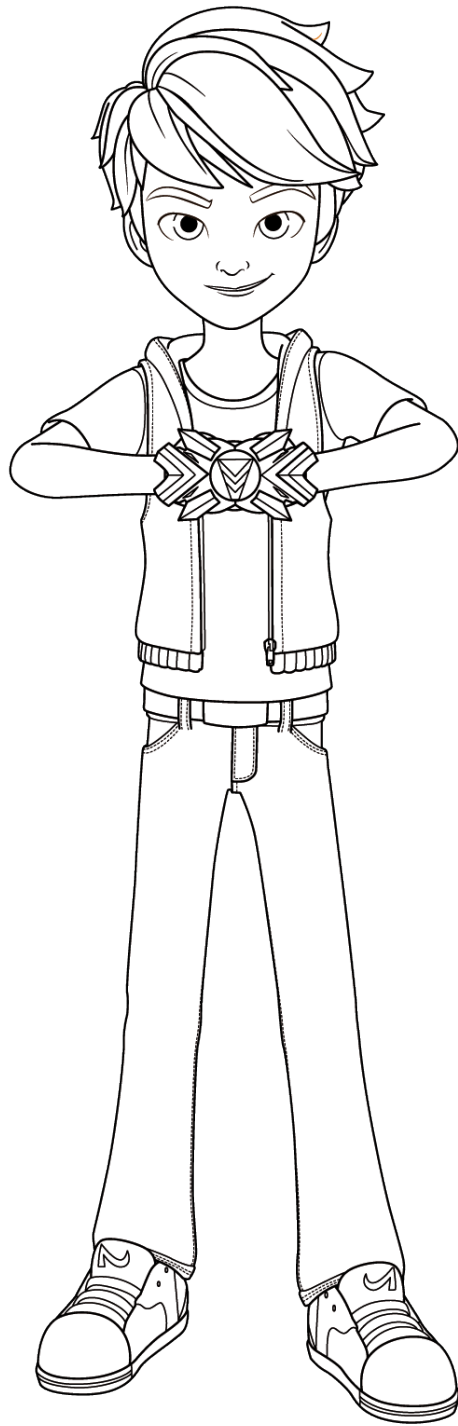


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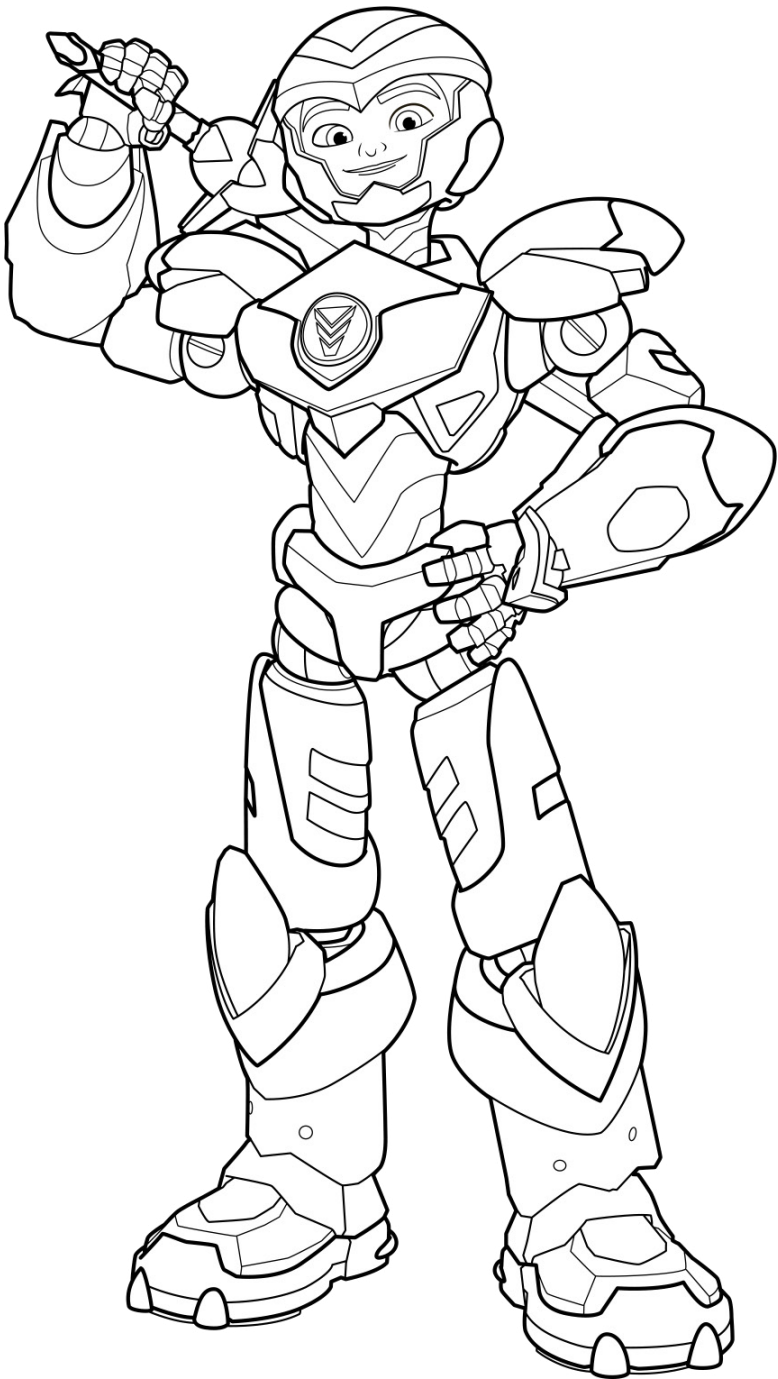


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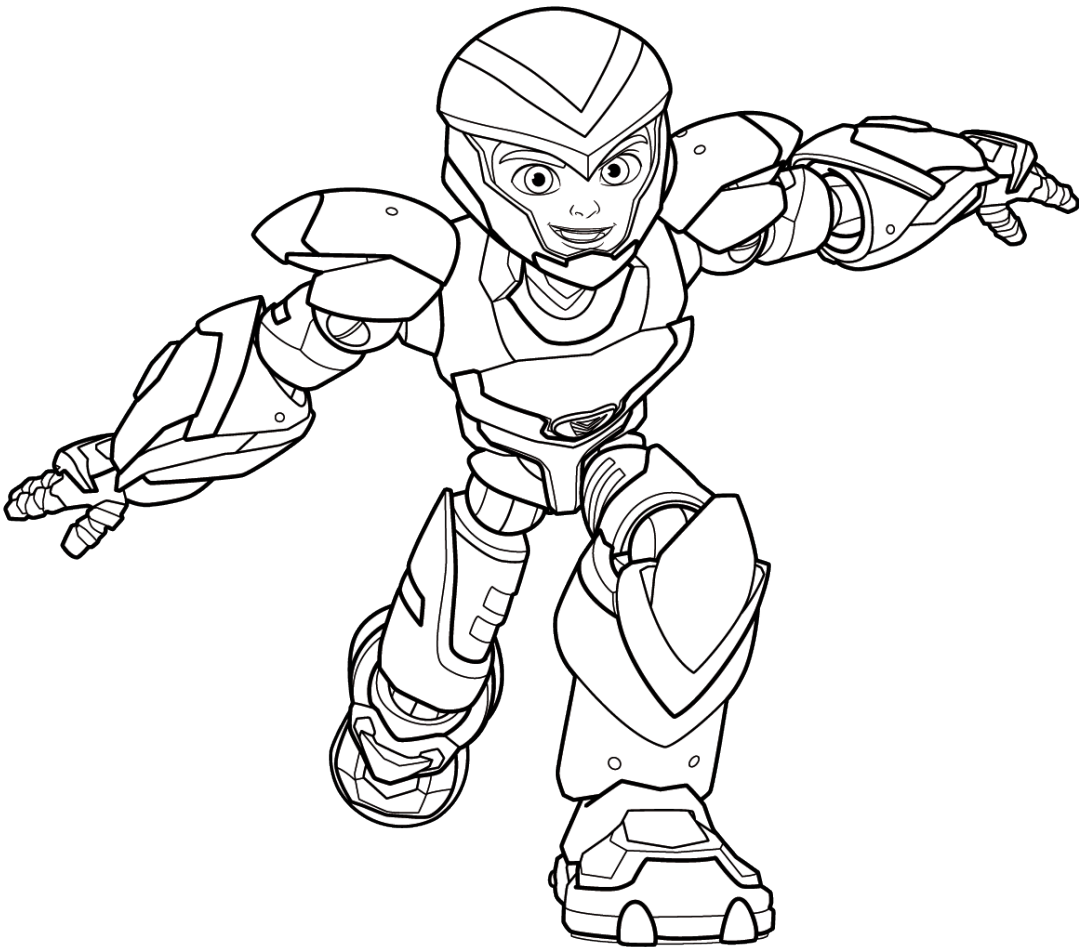
VECTOR CHARACTER ART - AXEL



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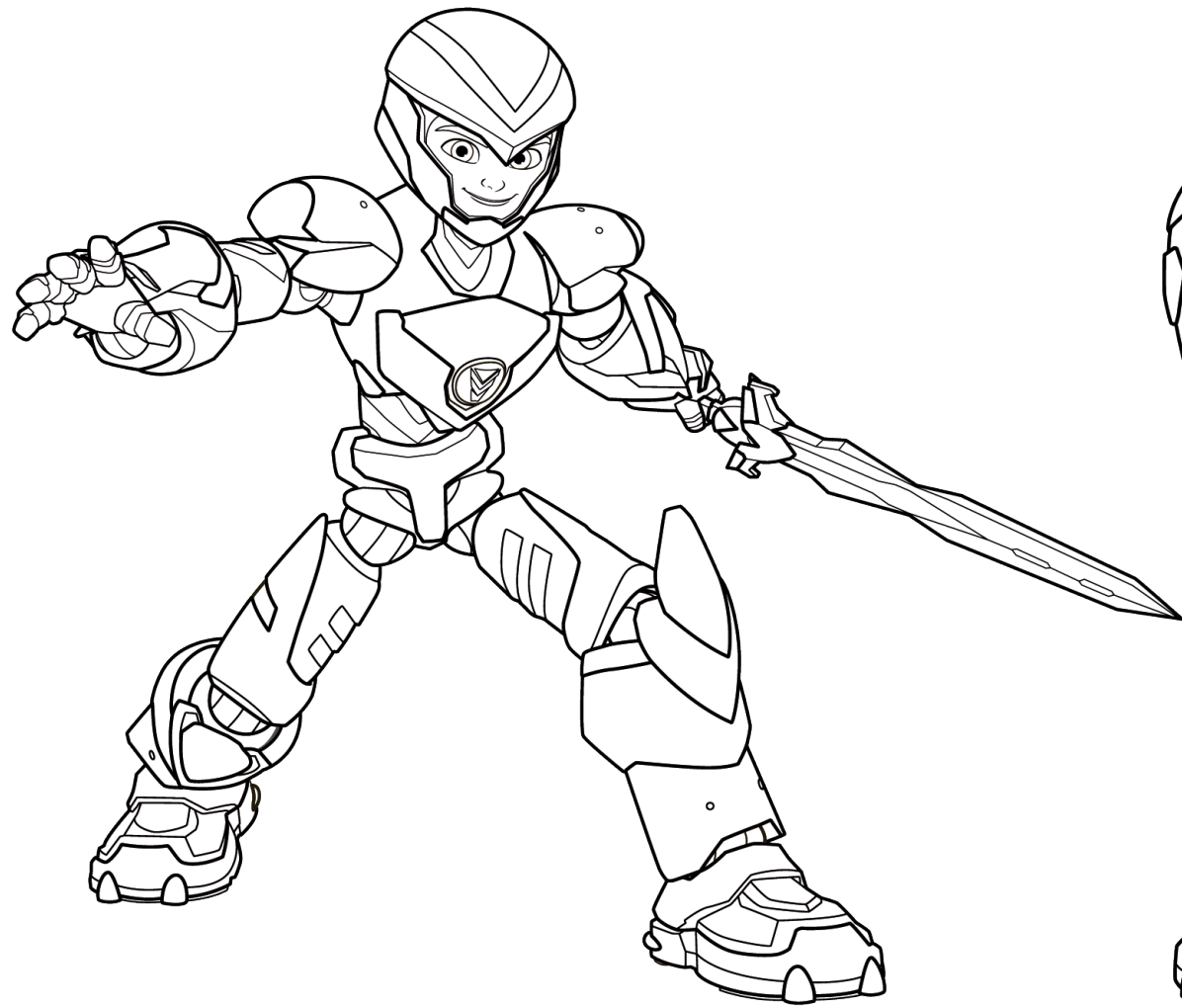


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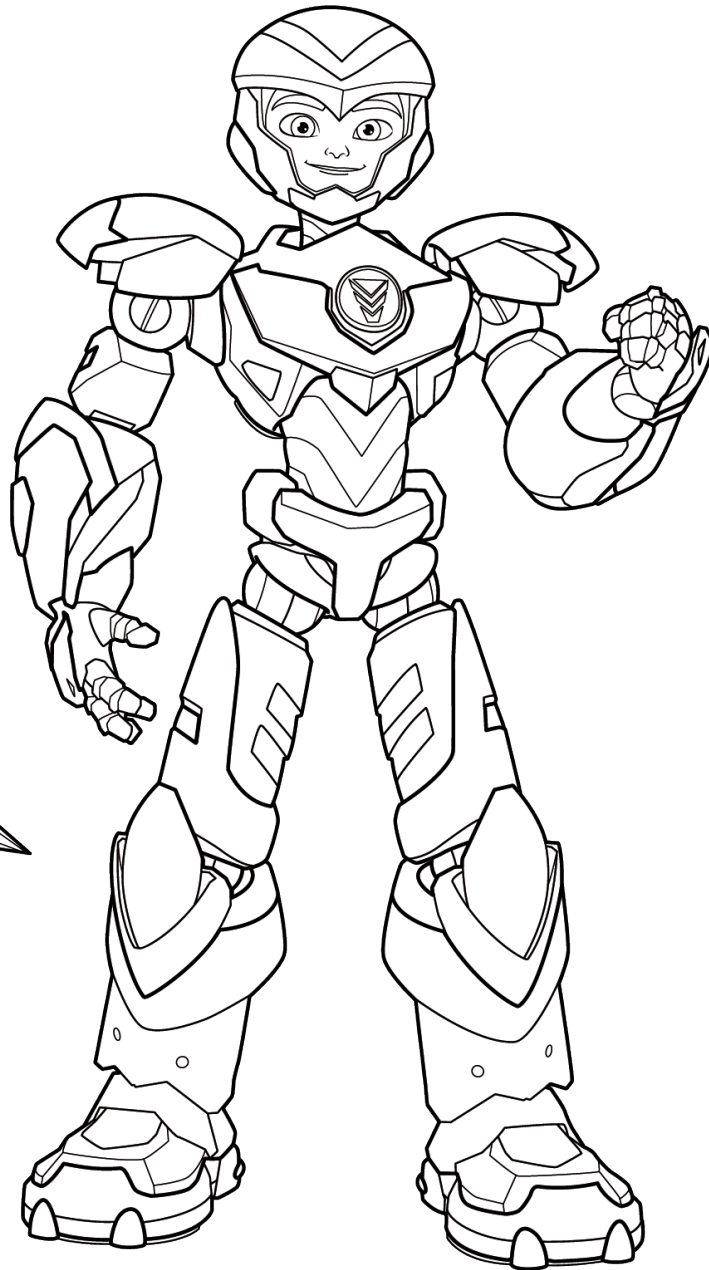


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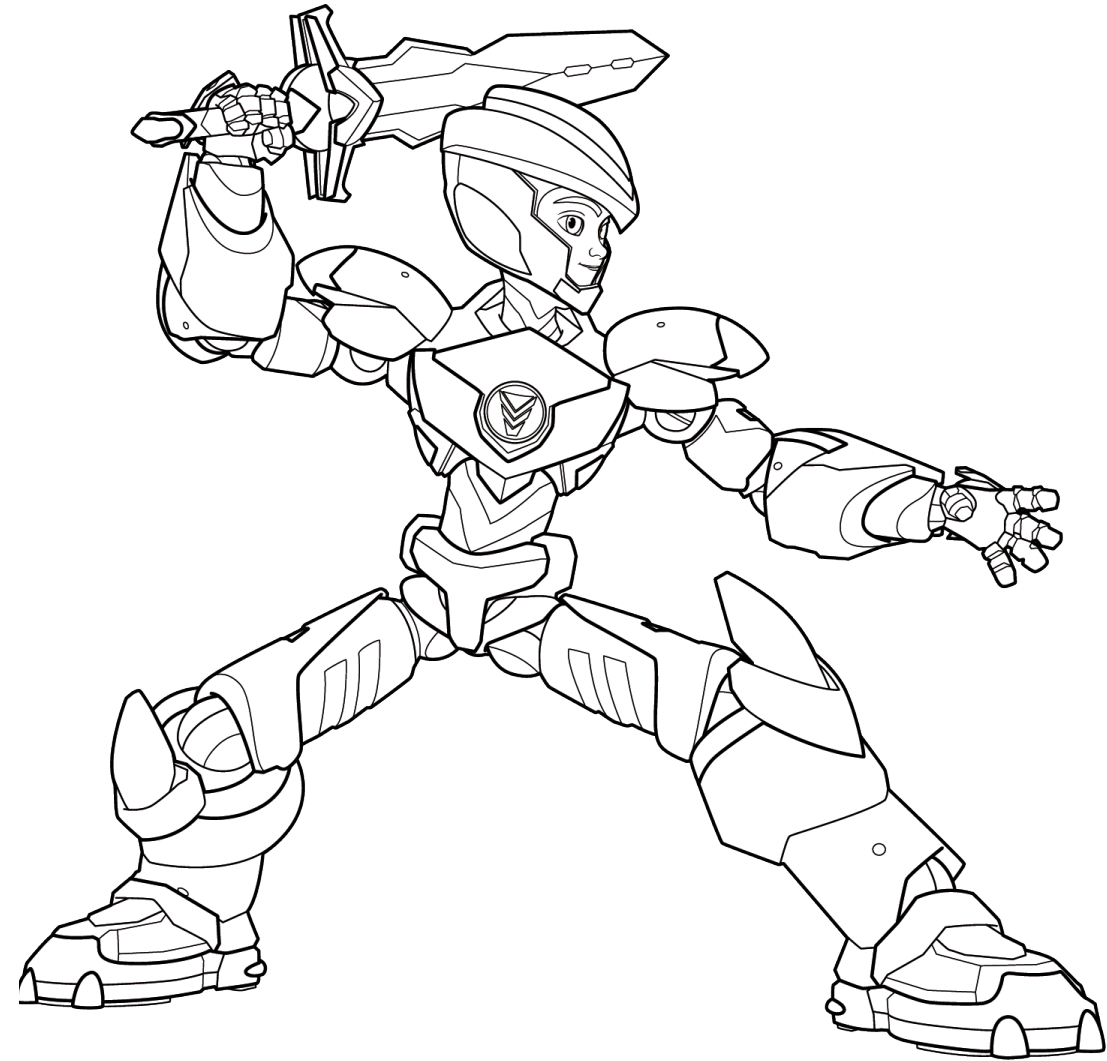
VECTOR CHARACTER ART - AXEL



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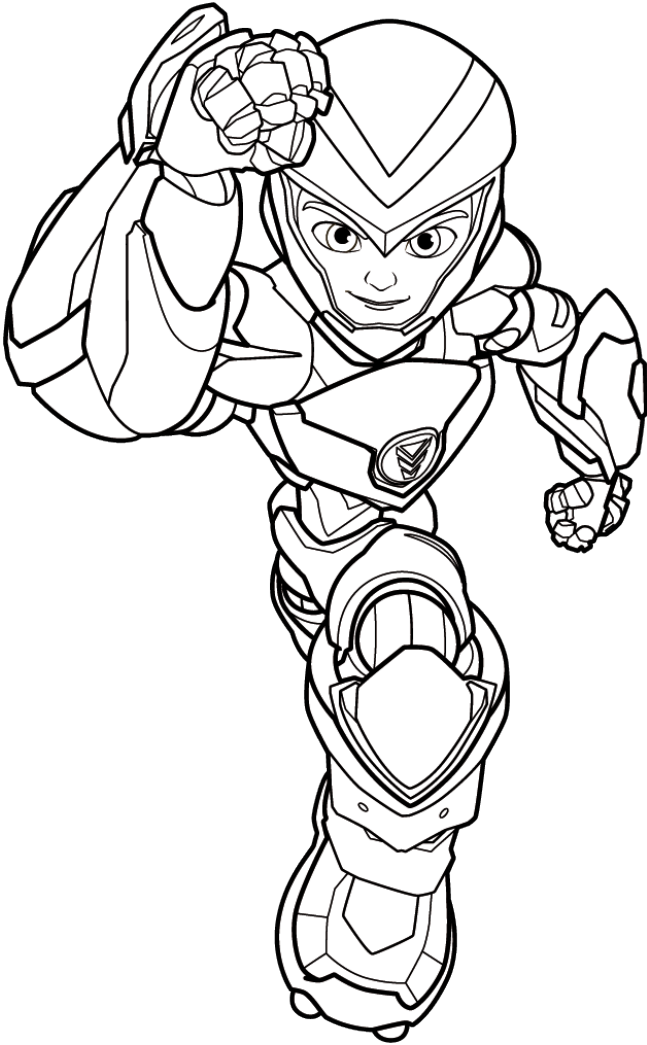


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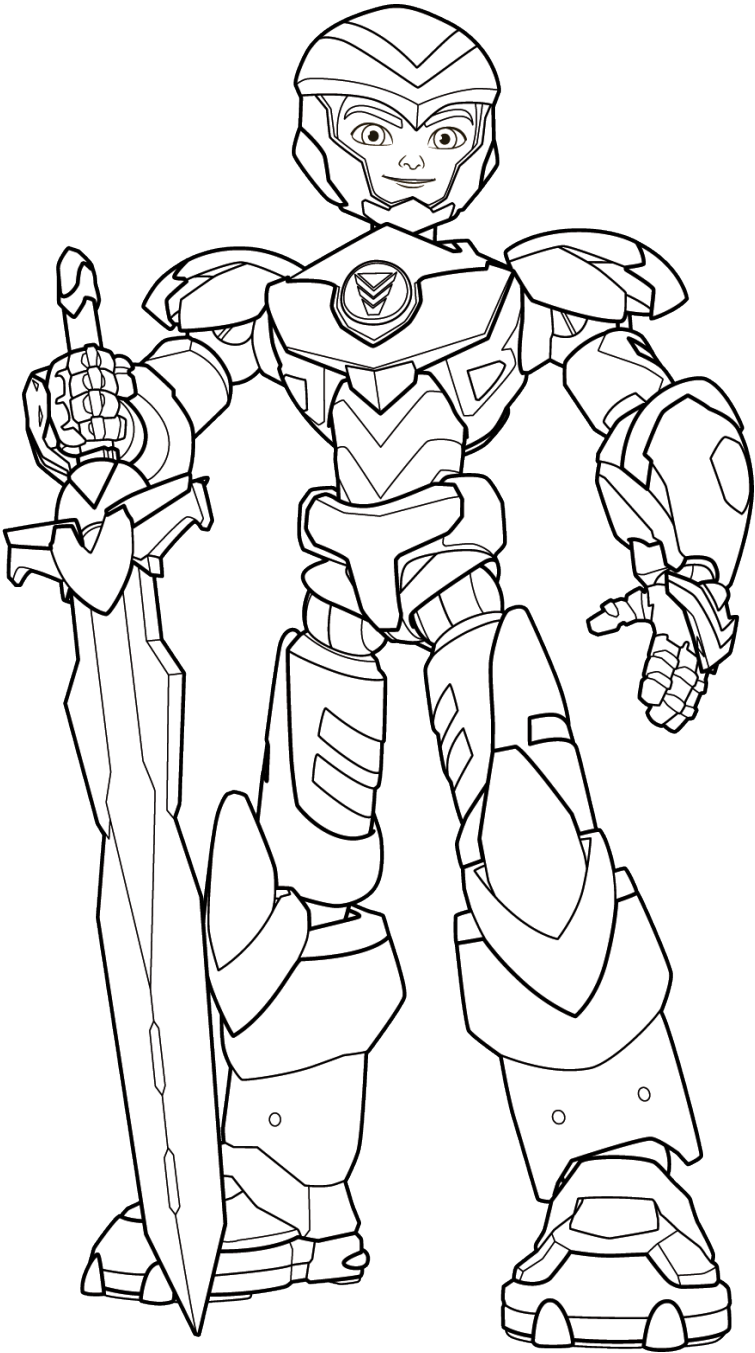


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VECTOR CHARACTER ART - AXEL



PP_CHARA_2D_SUPER-AXEL_03



PP_CHARA_2D_SUPER-AXEL_07



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3D CHARACTER ART - MASKO



PP_CHARA_3D_MASKO_02



PP_CHARA_3D_MASKO_01



PP_CHARA_3D_MASKO_03



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3D CHARACTER ART - MASKO

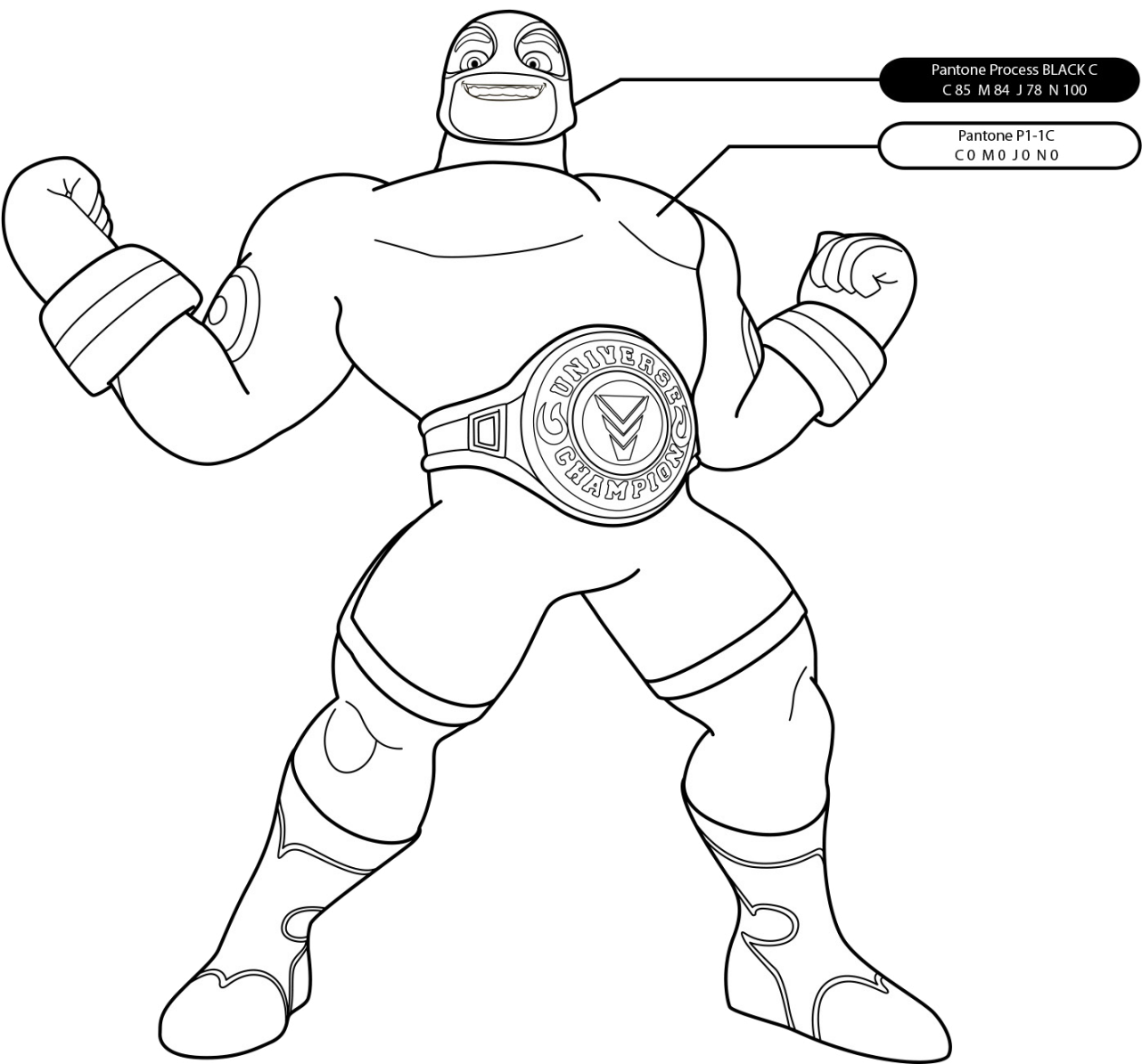
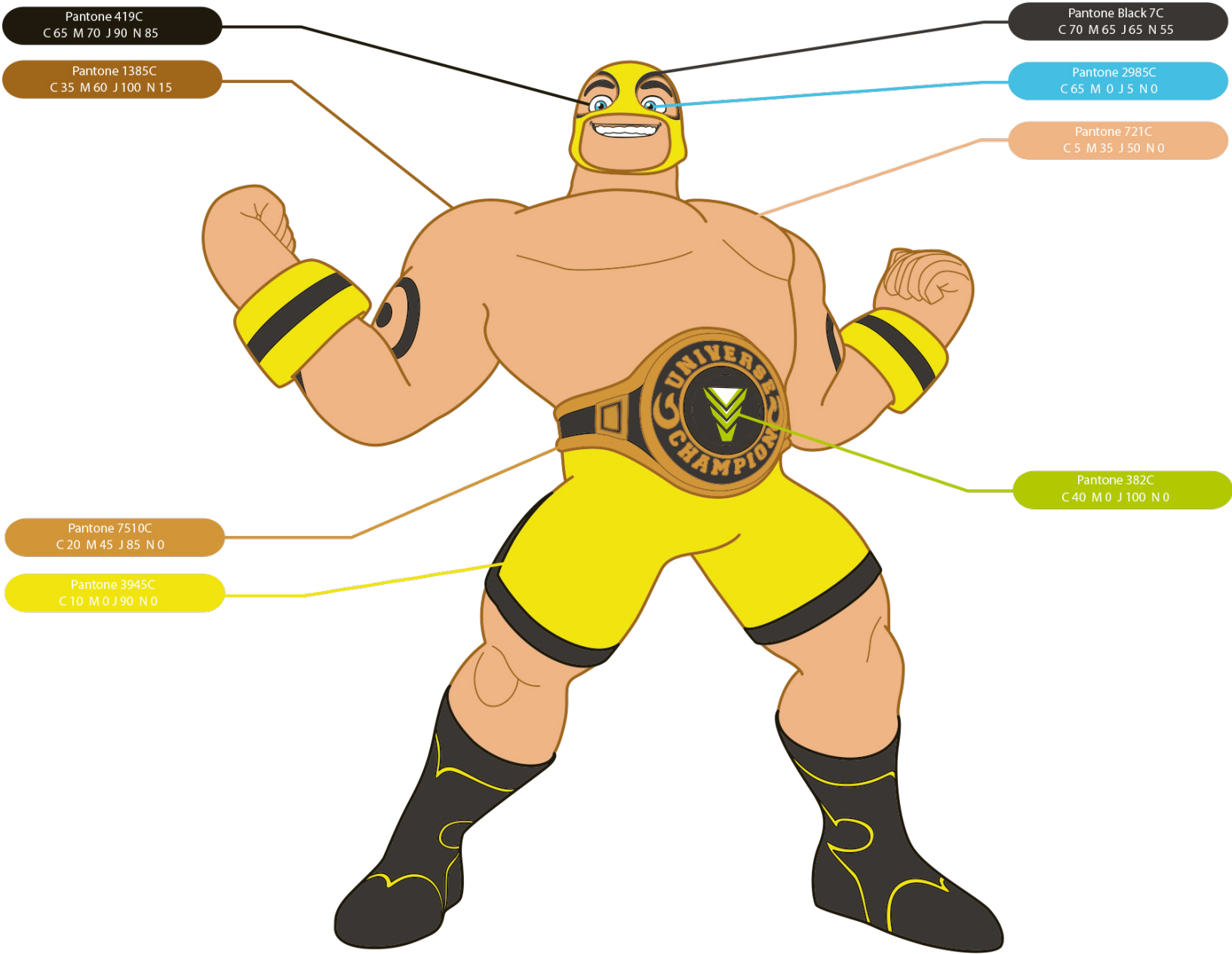


PP_CHARA_3D_MASKO_04



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CHARACTER ART - MASKO - COLOR BREAKDOWN





PP_CHARA_2D_MASKO_02



PP_CHARA_2D_MASKO_01



PP_CHARA_2D_MASKO_03

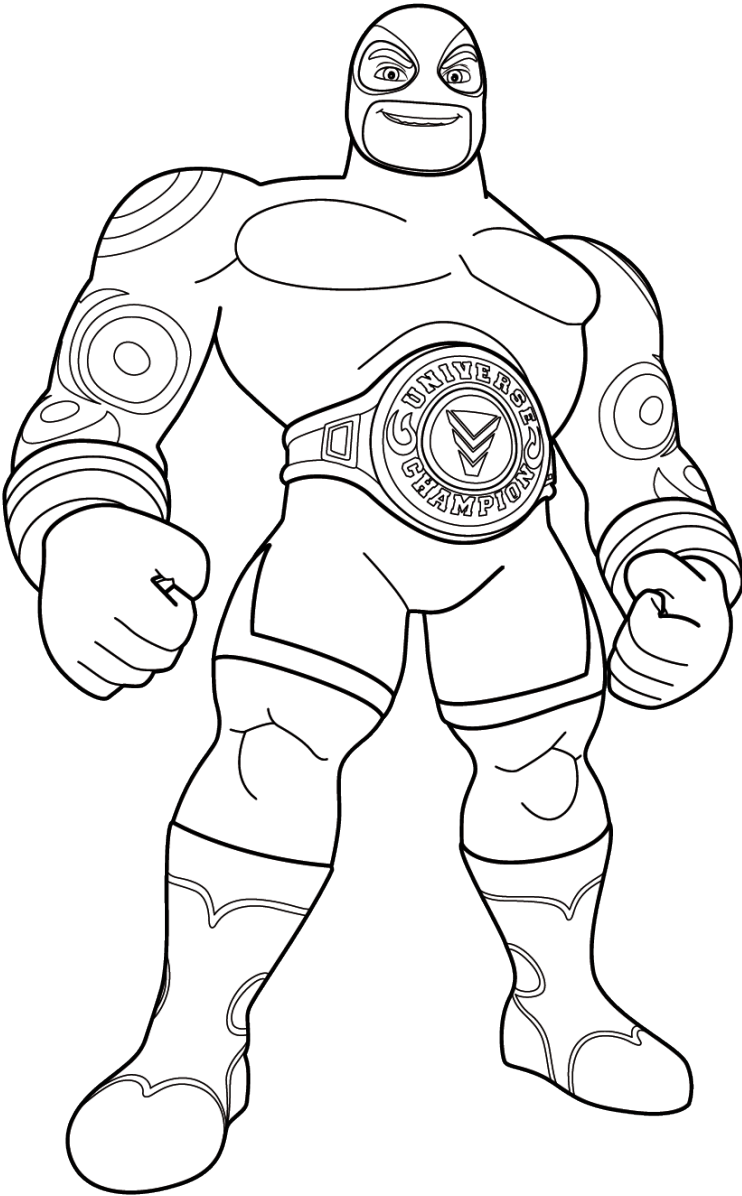


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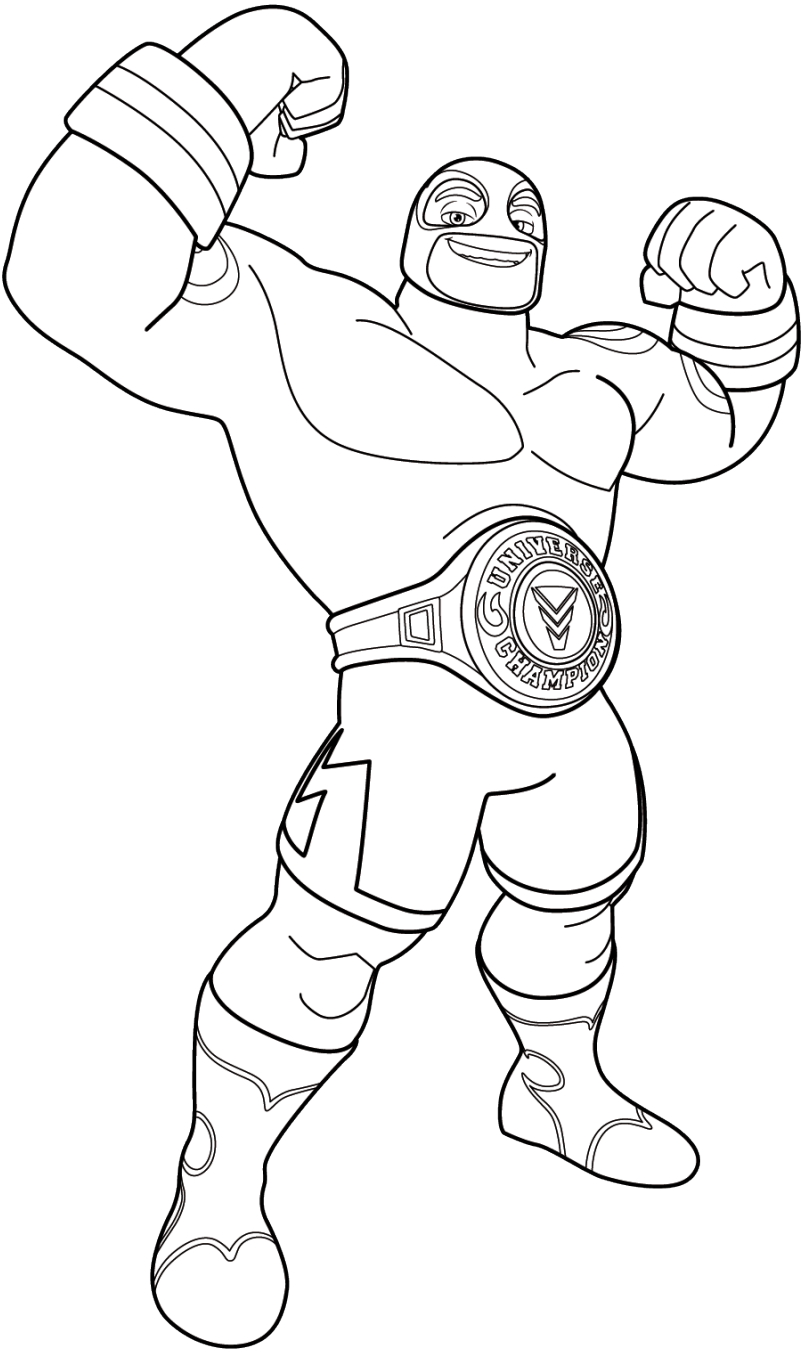
VECTOR CHARACTER ART - MASKO



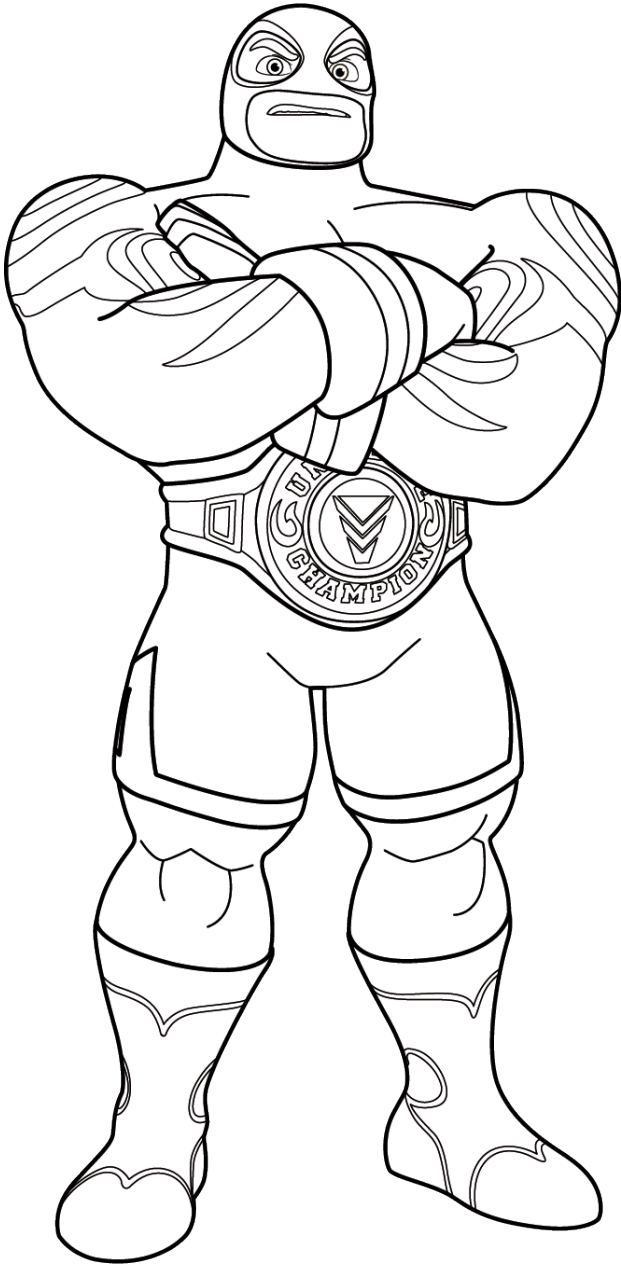
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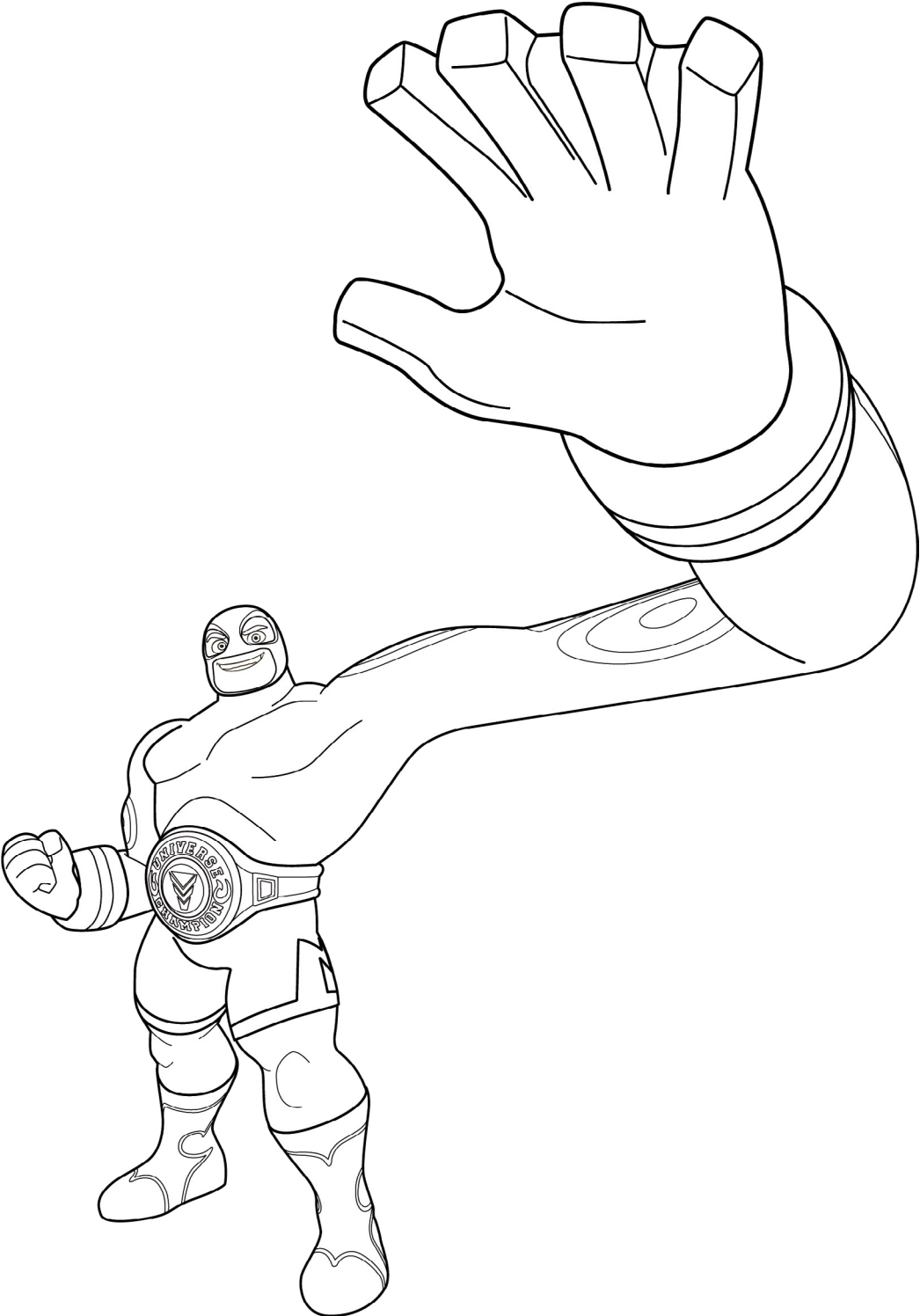


PP_CHARA_2D_MASKO_03



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VECTOR CHARACTER ART - MASKO



PP_CHARA_2D_MASKO_04



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3D CHARACTER ART - BEARBARIAN



PP_CHARA_3D_BEARBARIAN_02



PP_CHARA_3D_BEARBARIAN_01



PP_CHARA_3D_BEARBARIAN_03



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CHARACTER ART - BEARBARIAN - COLOR BREAKDOWN



Pantone Process BLACK C
C 85 M 84 J 78 N 100

Pantone P1-1C
C 0 M 0 J 0 N 0



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VECTOR CHARACTER ART - BEARBARIAN



PP_CHARA_2D_BEARBARIAN_02



PP_CHARA_2D_BEARBARIAN_01



PP_CHARA_2D_BEARBARIAN_03



PP_CHARA_2D_BEARBARIAN_02



PP_CHARA_2D_BEARBARIAN_01



PP_CHARA_2D_BEARBARIAN_03



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3D CHARACTER ART - SARGE



PP_CHARA_3D_SARGE_02



PP_CHARA_3D_SARGE_04



PP_CHARA_3D_SARGE_03



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3D CHARACTER ART - SARGE



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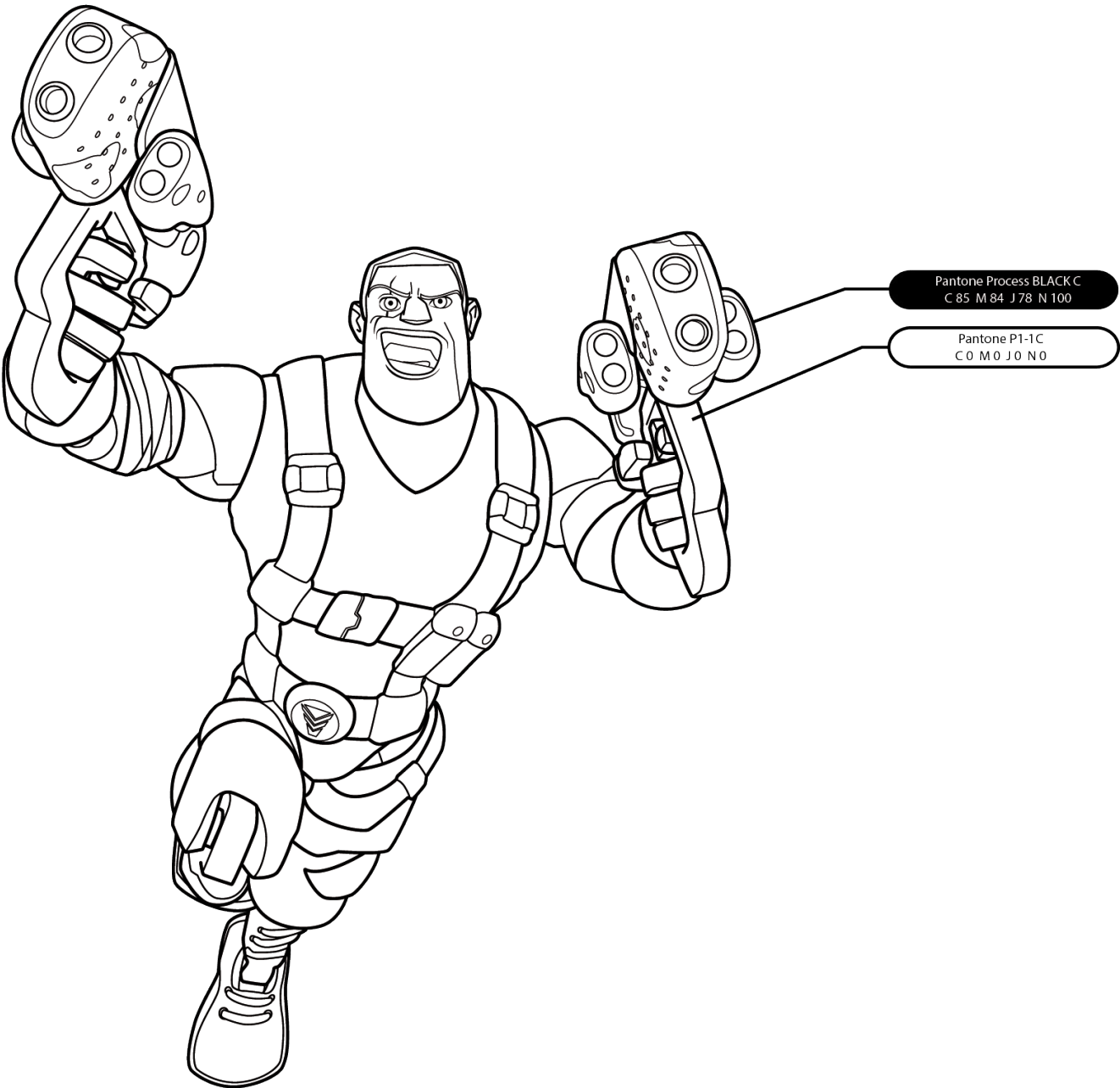
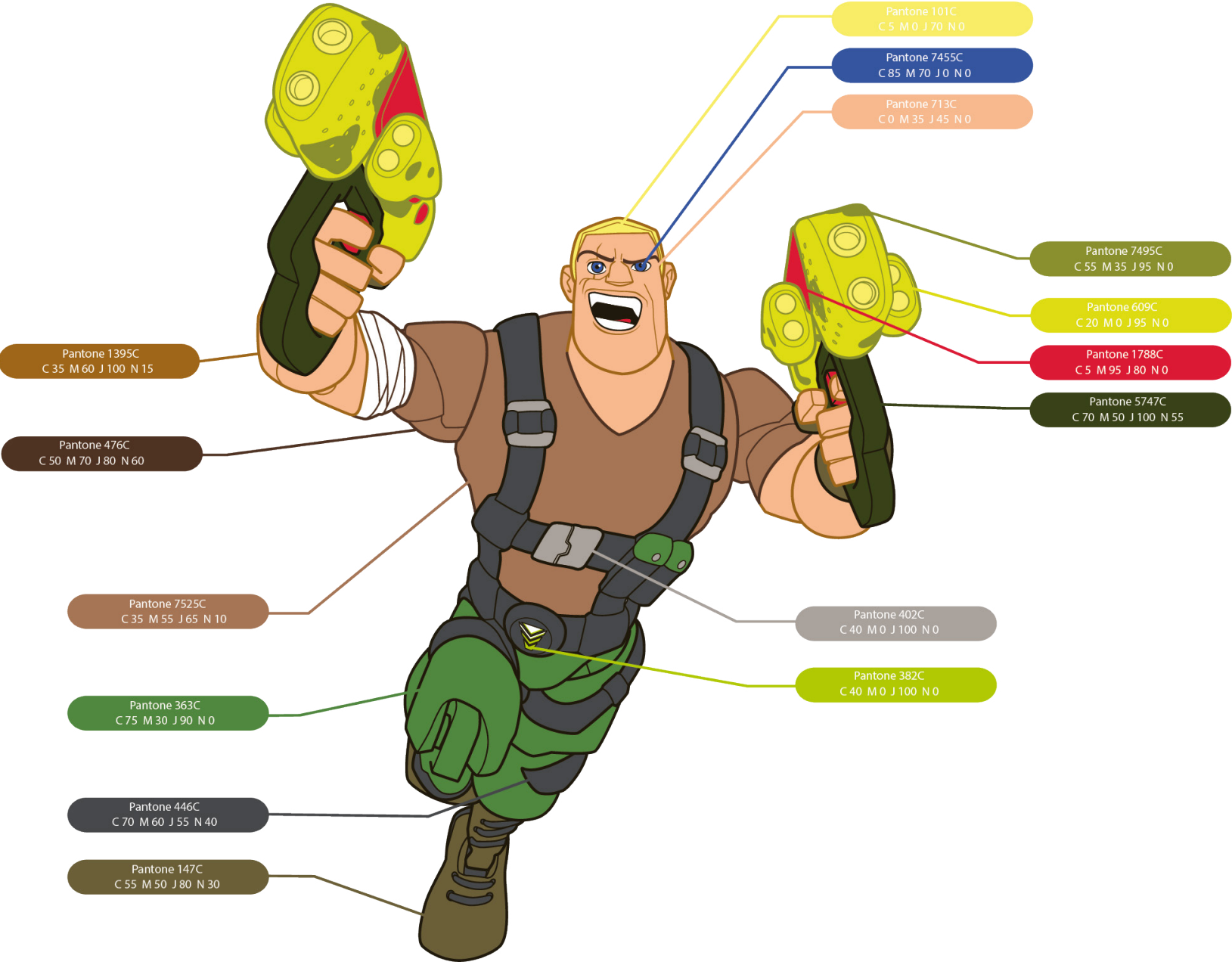


PP_CHARA_3D_SARGE_01



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CHARACTER ART - SARGE - COLOR BREAKDOWN





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VECTOR CHARACTER ART - SARGE



PP_CHARA_2D_SARGE_02



PP_CHARA_2D_SARGE_04



PP_CHARA_2D_SARGE_03



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VECTOR CHARACTER ART - SARGE



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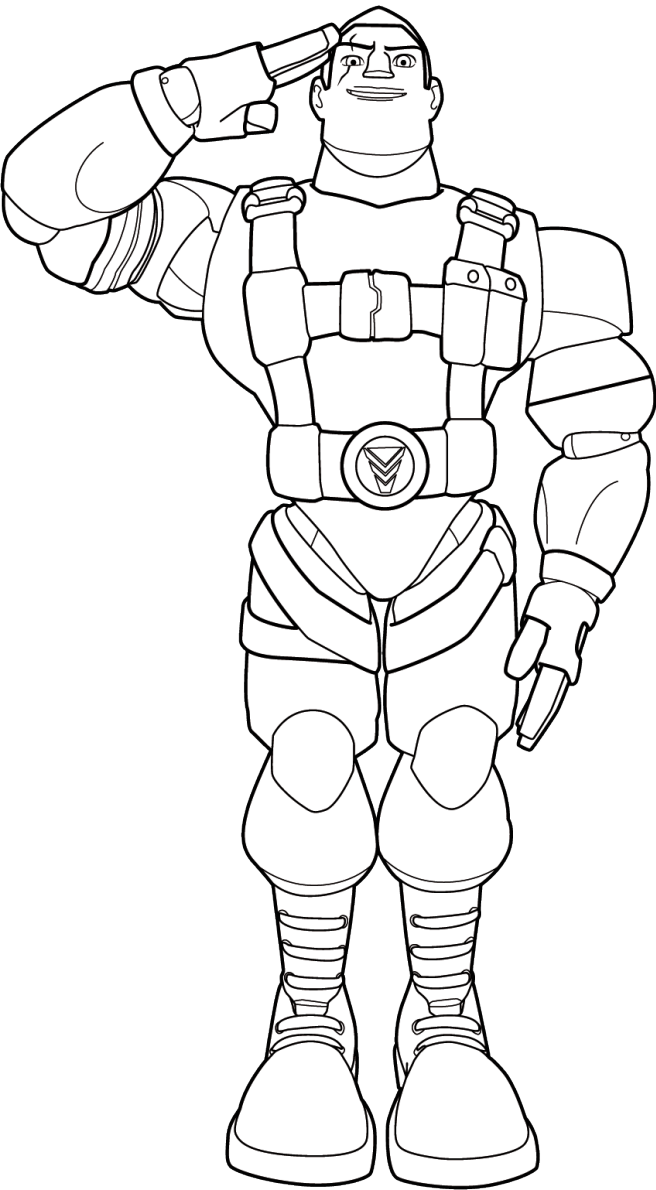


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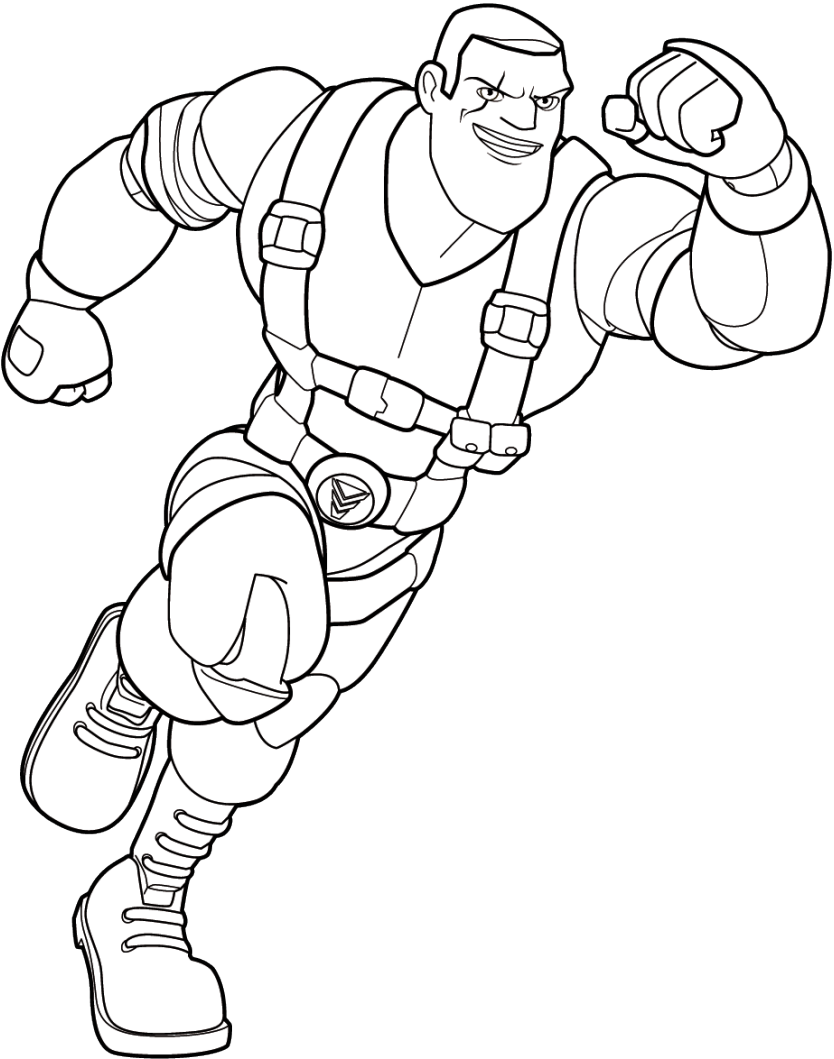


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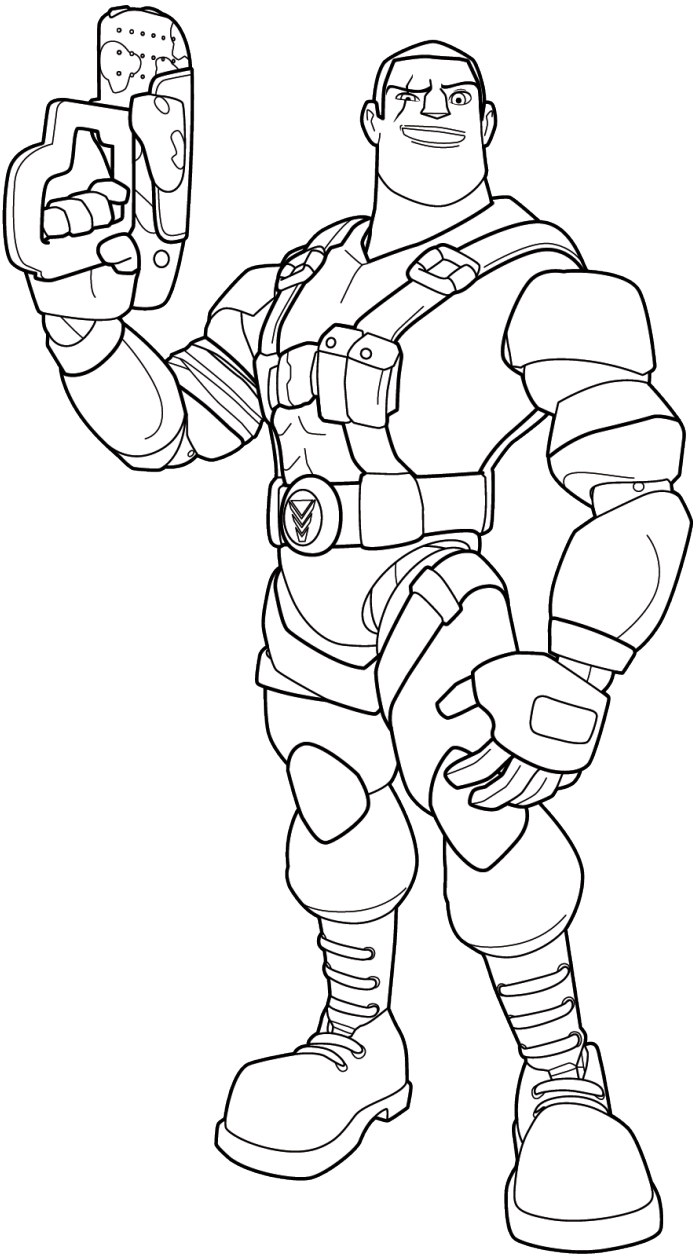
VECTOR CHARACTER ART - SARGE



PP_CHARA_2D_SARGE_02



PP_CHARA_2D_SARGE_04



PP_CHARA_2D_SARGE_03



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VECTOR CHARACTER ART - SARGE



PP_CHARA_2D_SARGE_05



PP_CHARA_2D_SARGE_01



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3D CHARACTER ART - GALILEO



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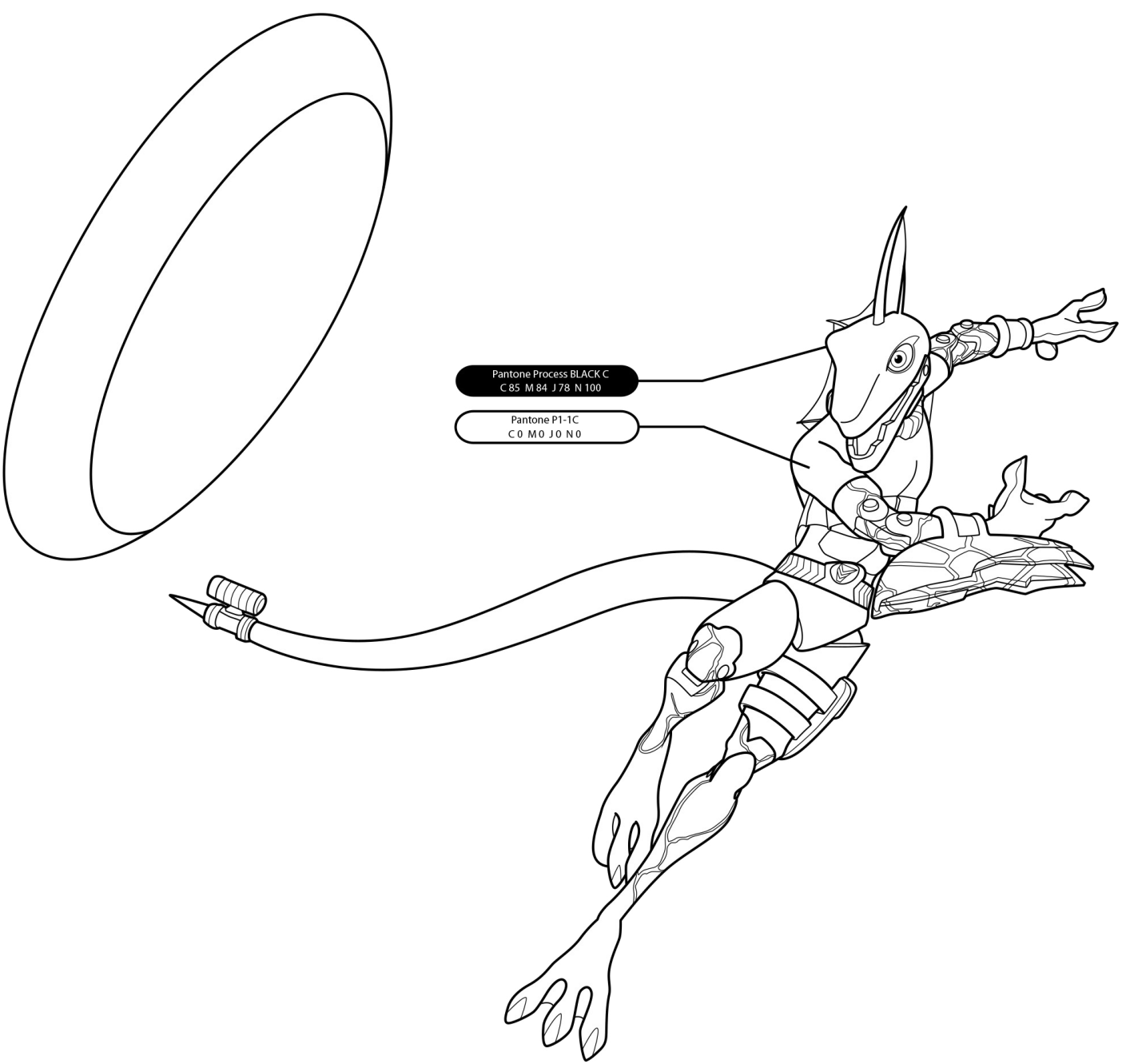
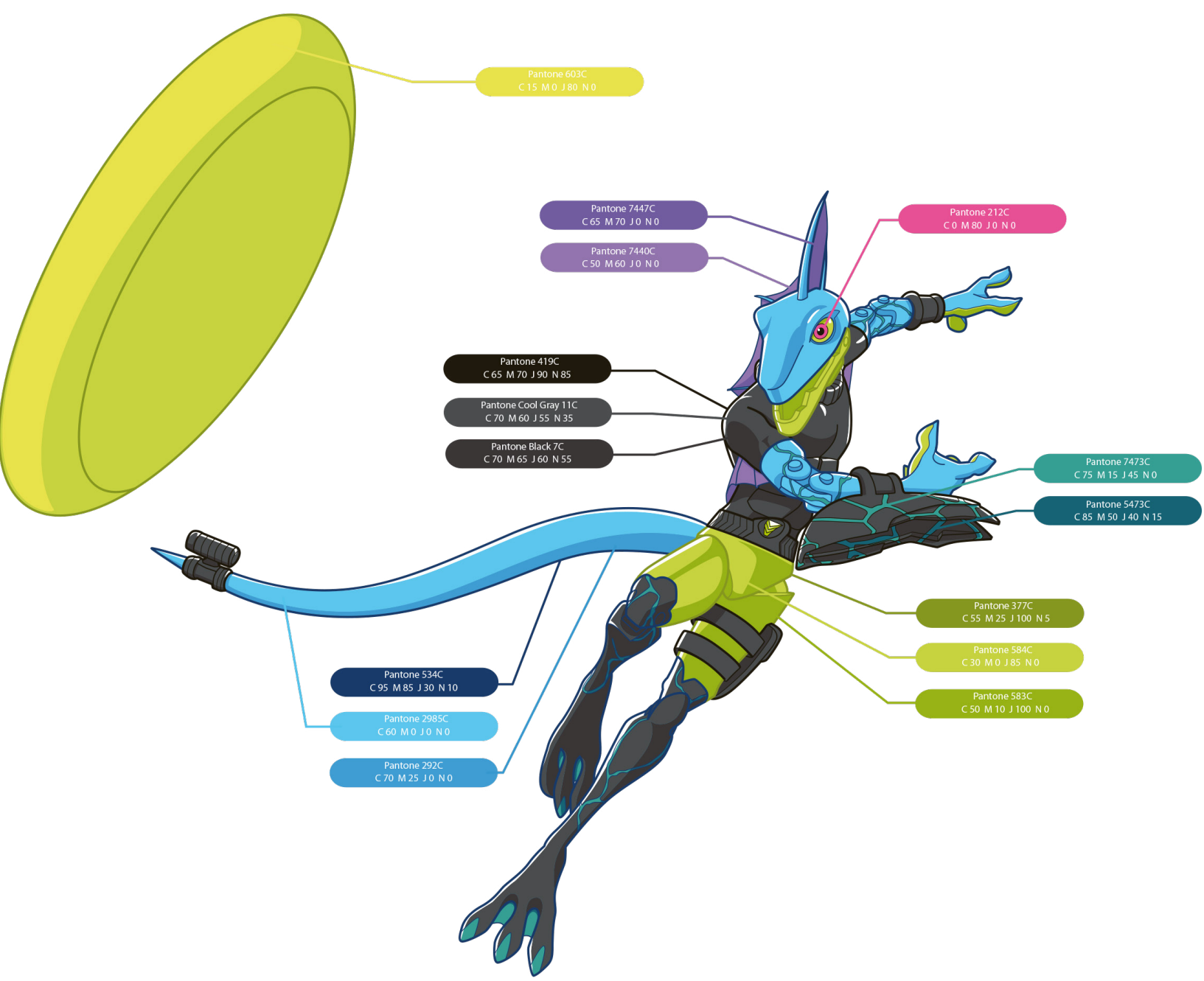


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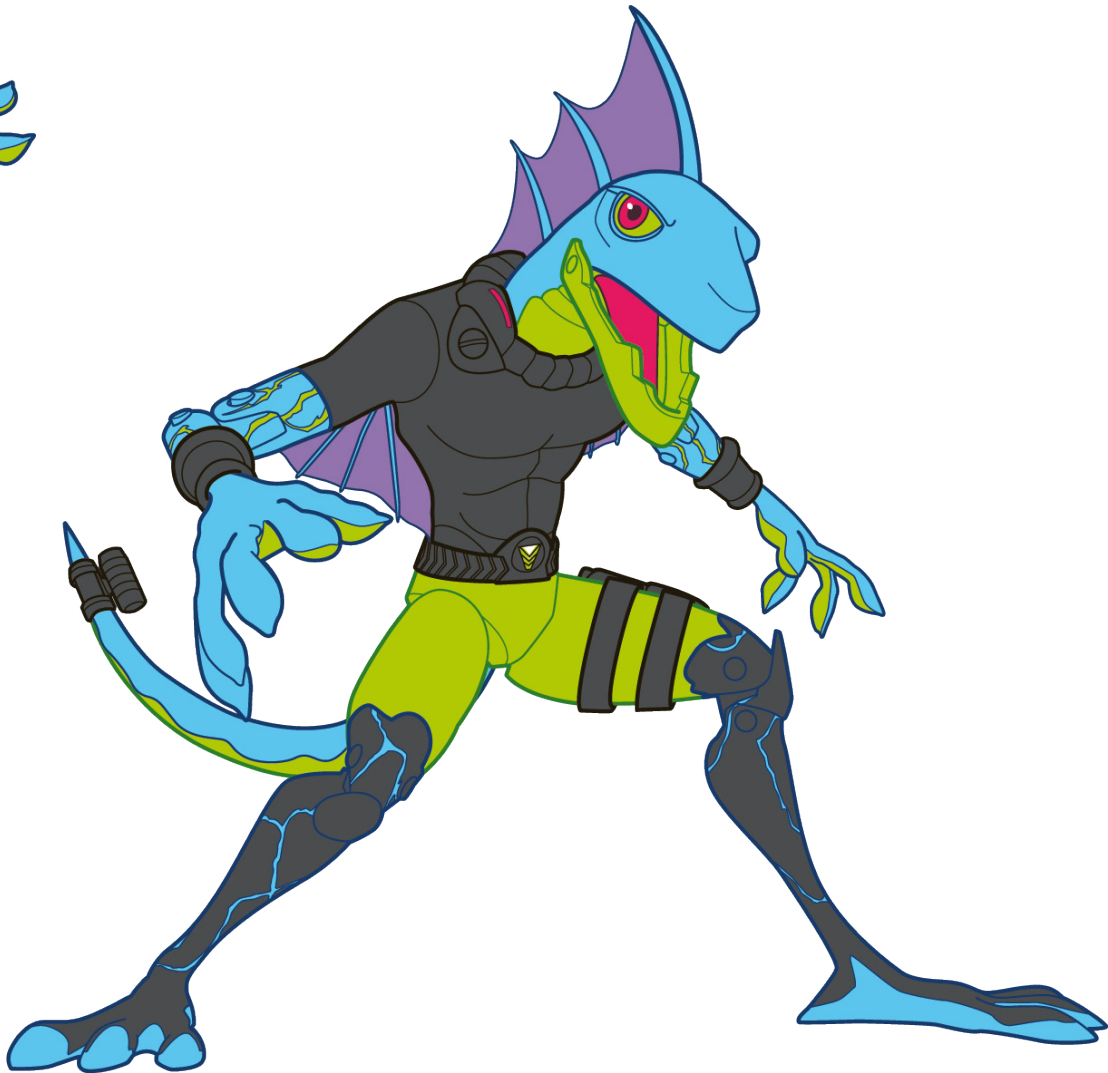
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CHARACTER ART - GALILEO - COLOR BREAKDOWN





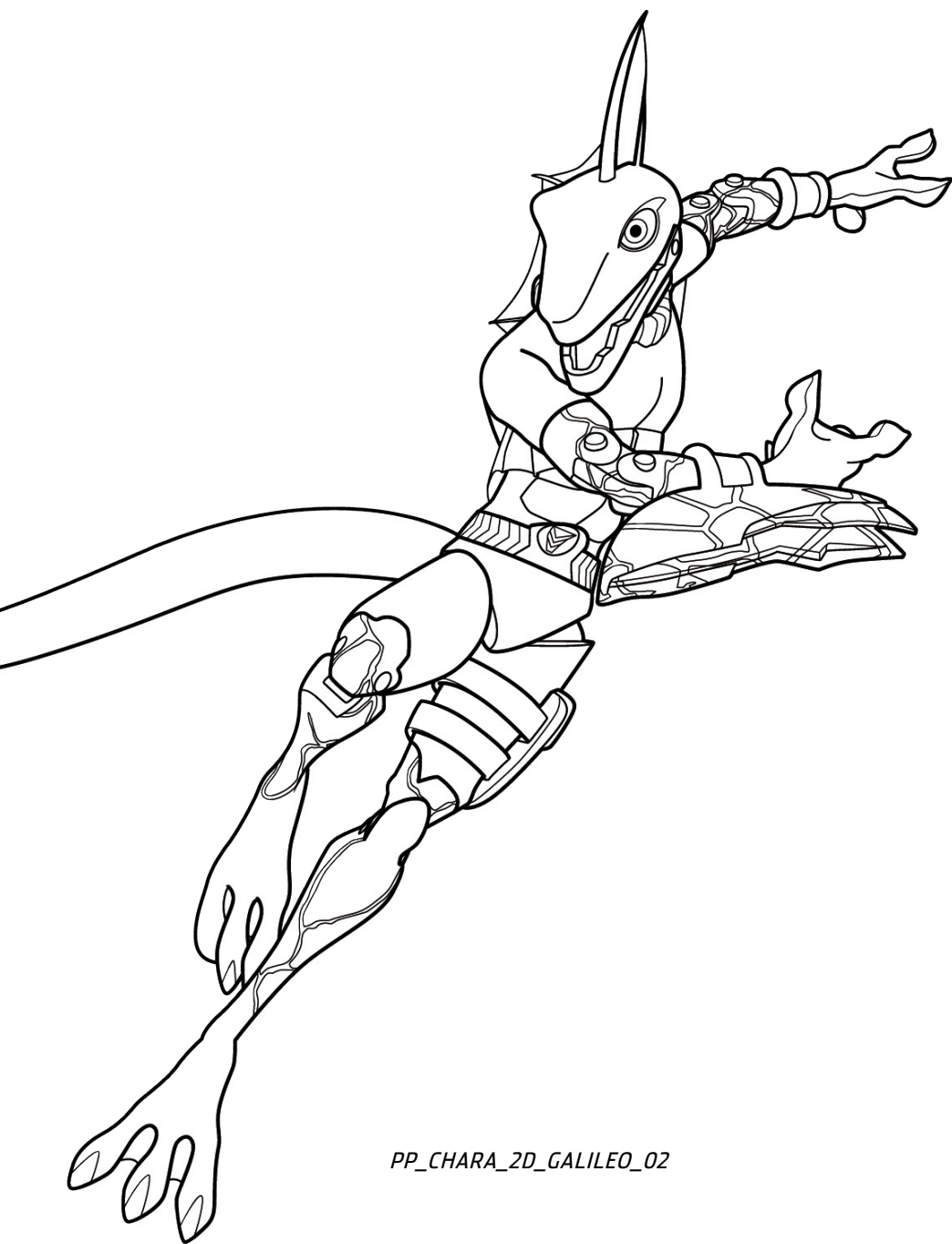
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PP_CHARA_2D_GALILEO_01



PP_CHARA_2D_GALILEO_03



PP_CHARA_2D_GALILEO_02



PP_CHARA_2D_GALILEO_01



PP_CHARA_2D_GALILEO_03

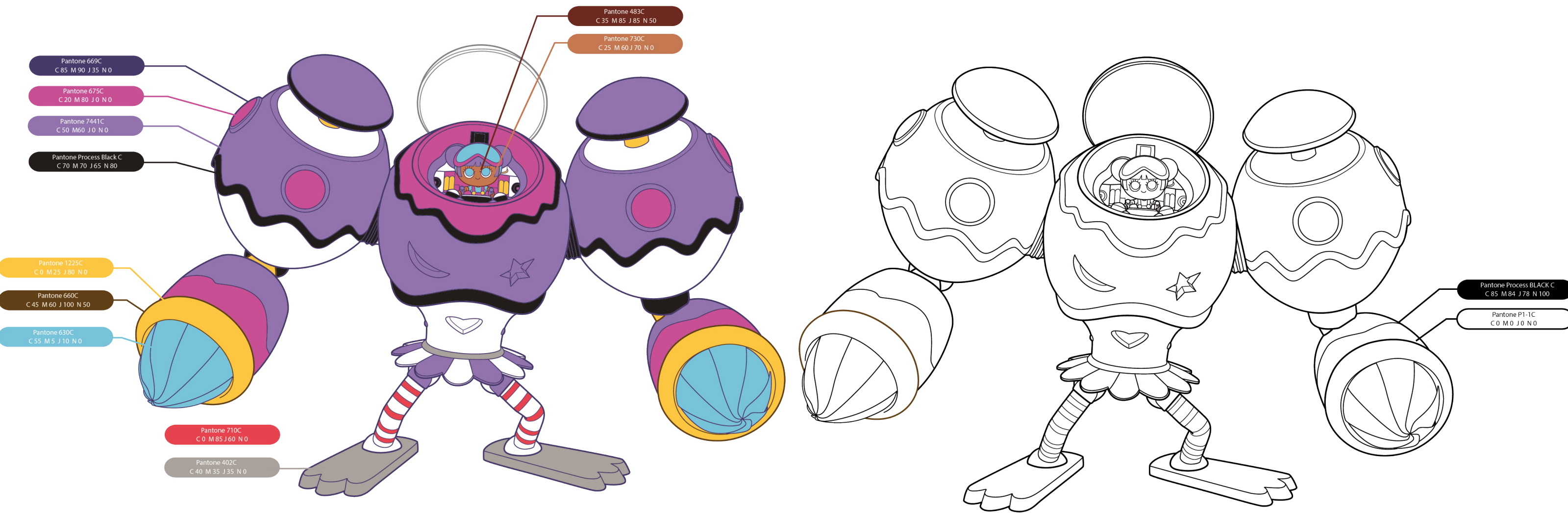


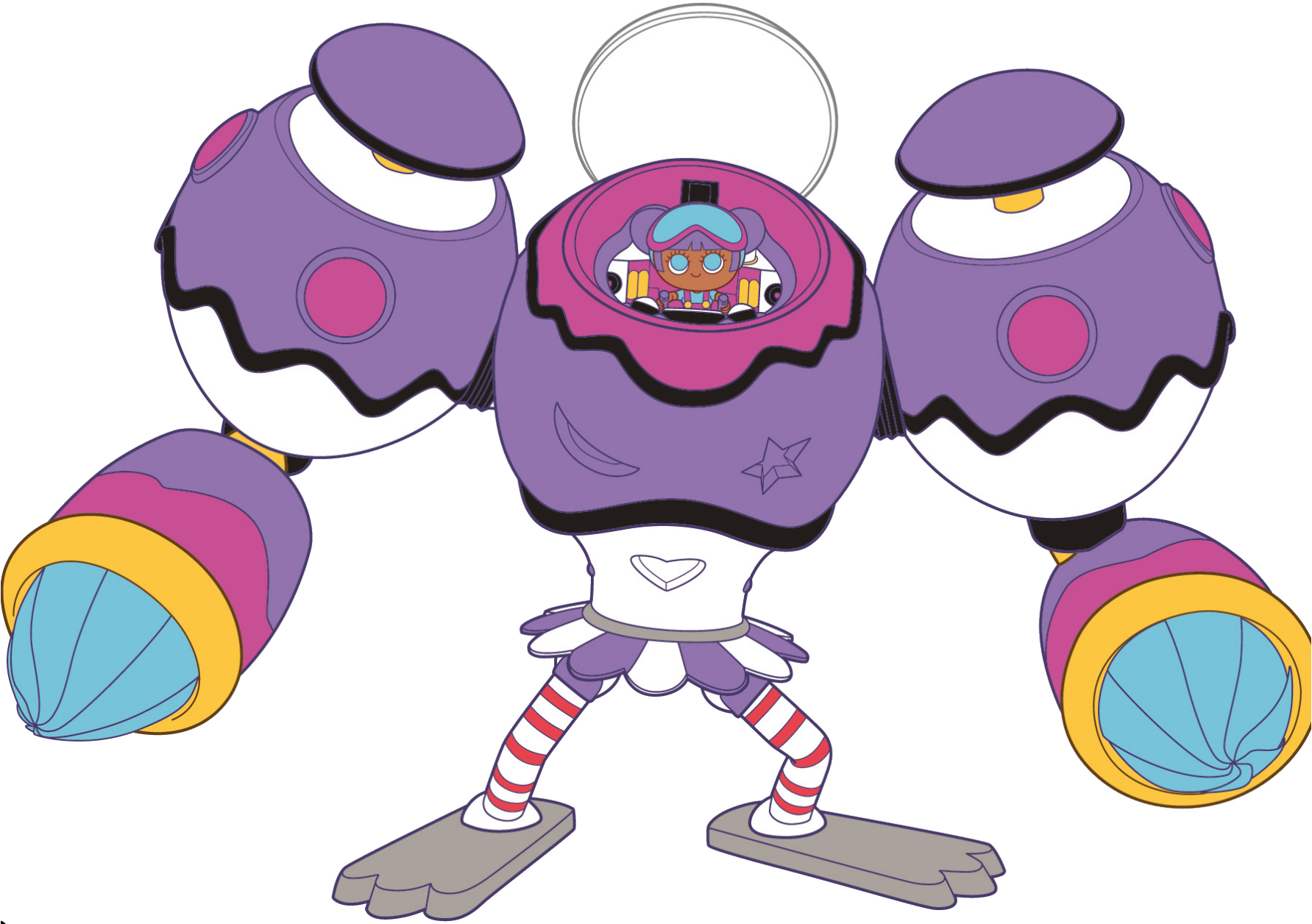
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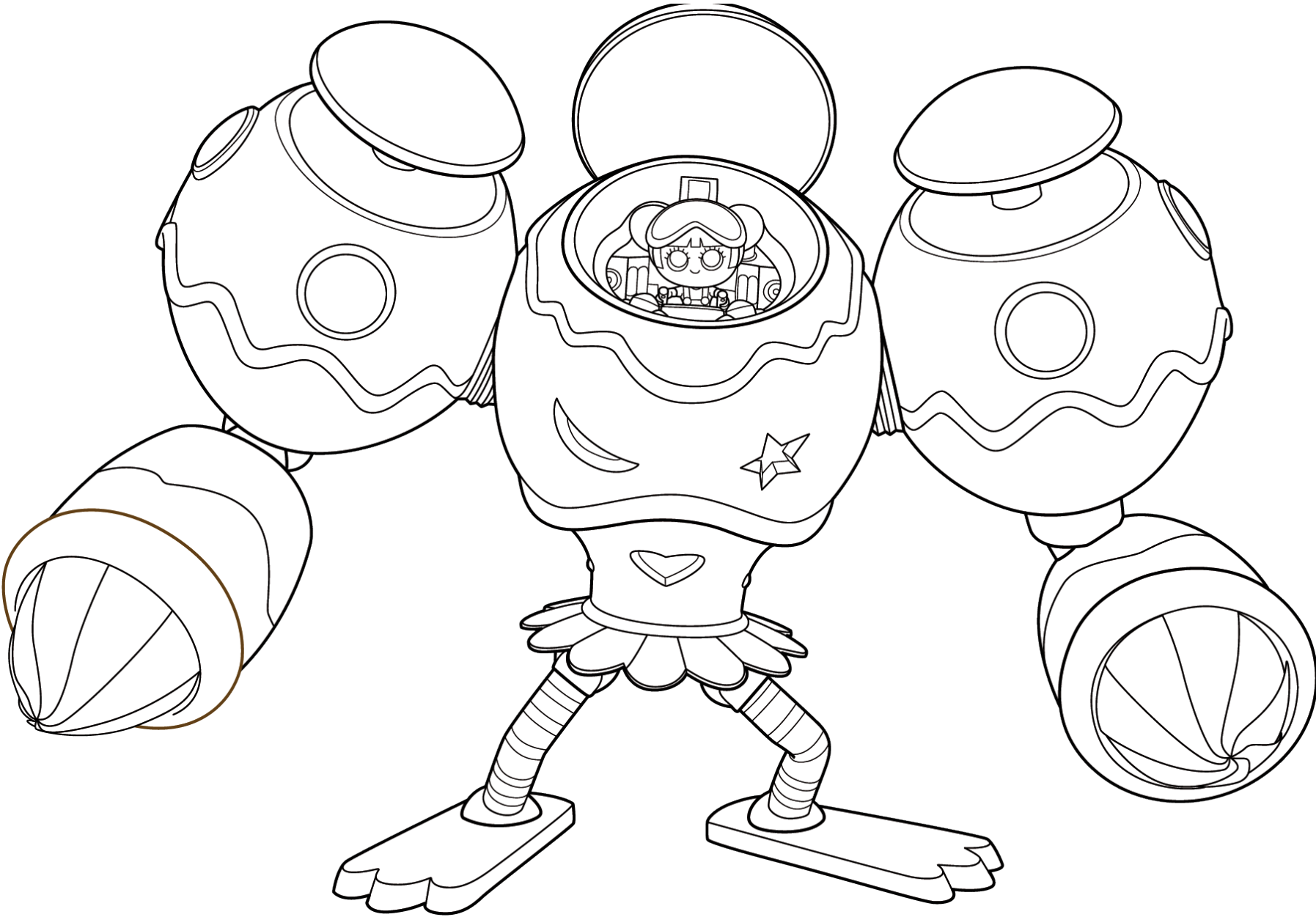
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CHARACTER ART - BOBBIE BLOBBY - COLOR BREAKDOWN





PP_CHARA_2D_BOBBIE-BLOBBY_01



PP_CHARA_3D_BOBBIE-BLOBBY_01



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3D CHARACTER ART - SLOBOT



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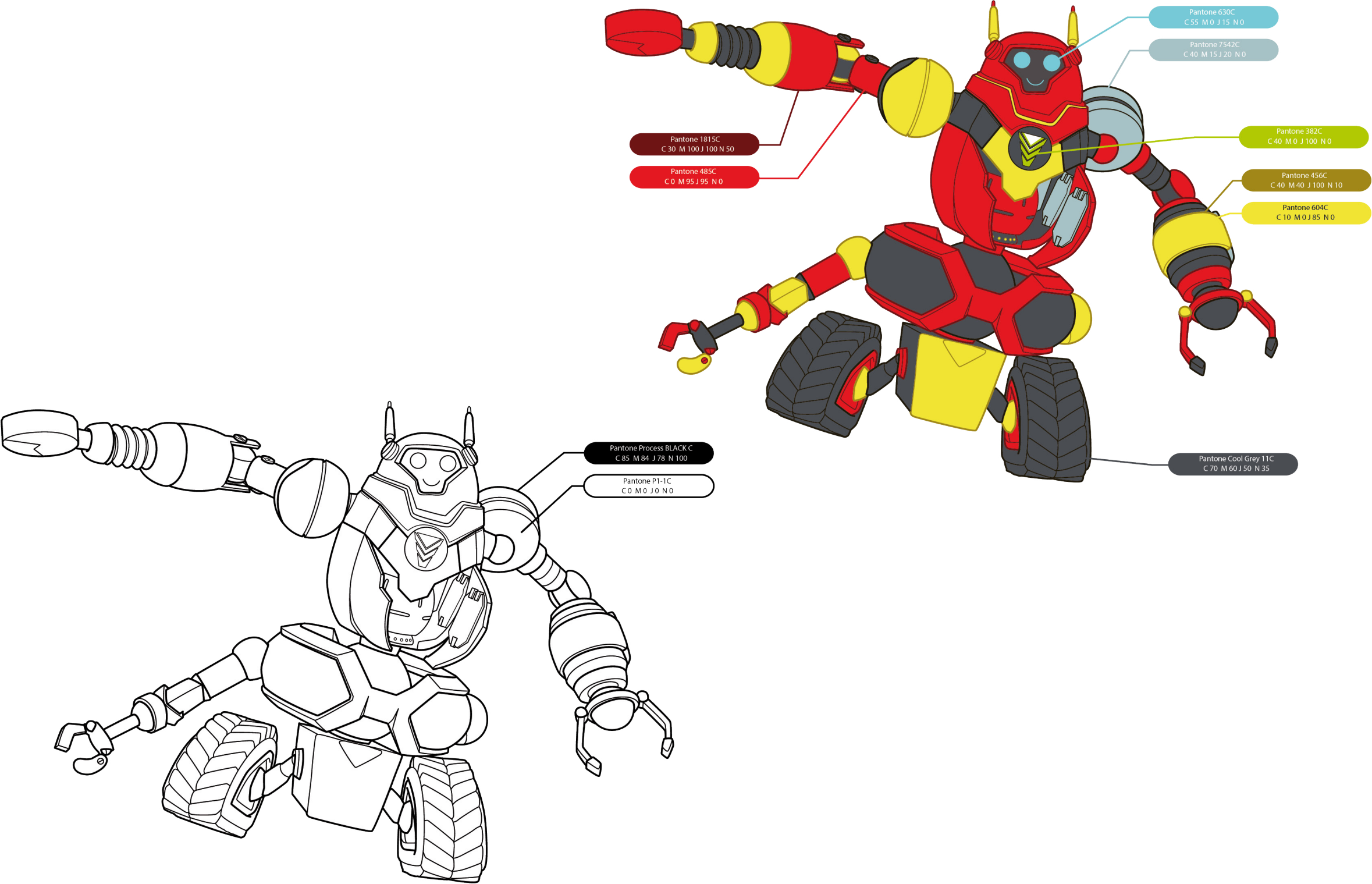


PP_CHARA_3D_SLOBOT_02



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CHARACTER ART - SLOBOT - COLOR BREAKDOWN

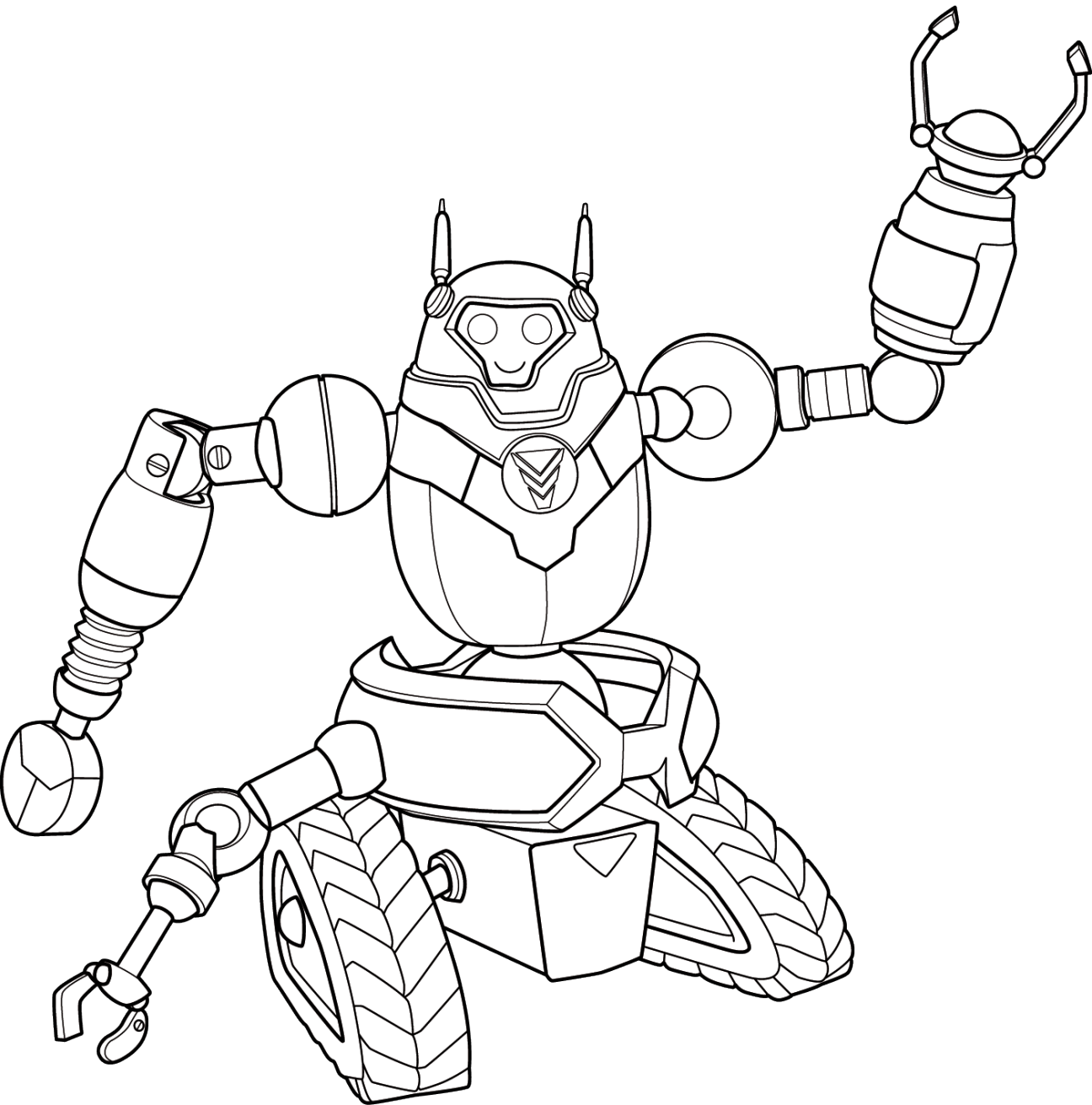




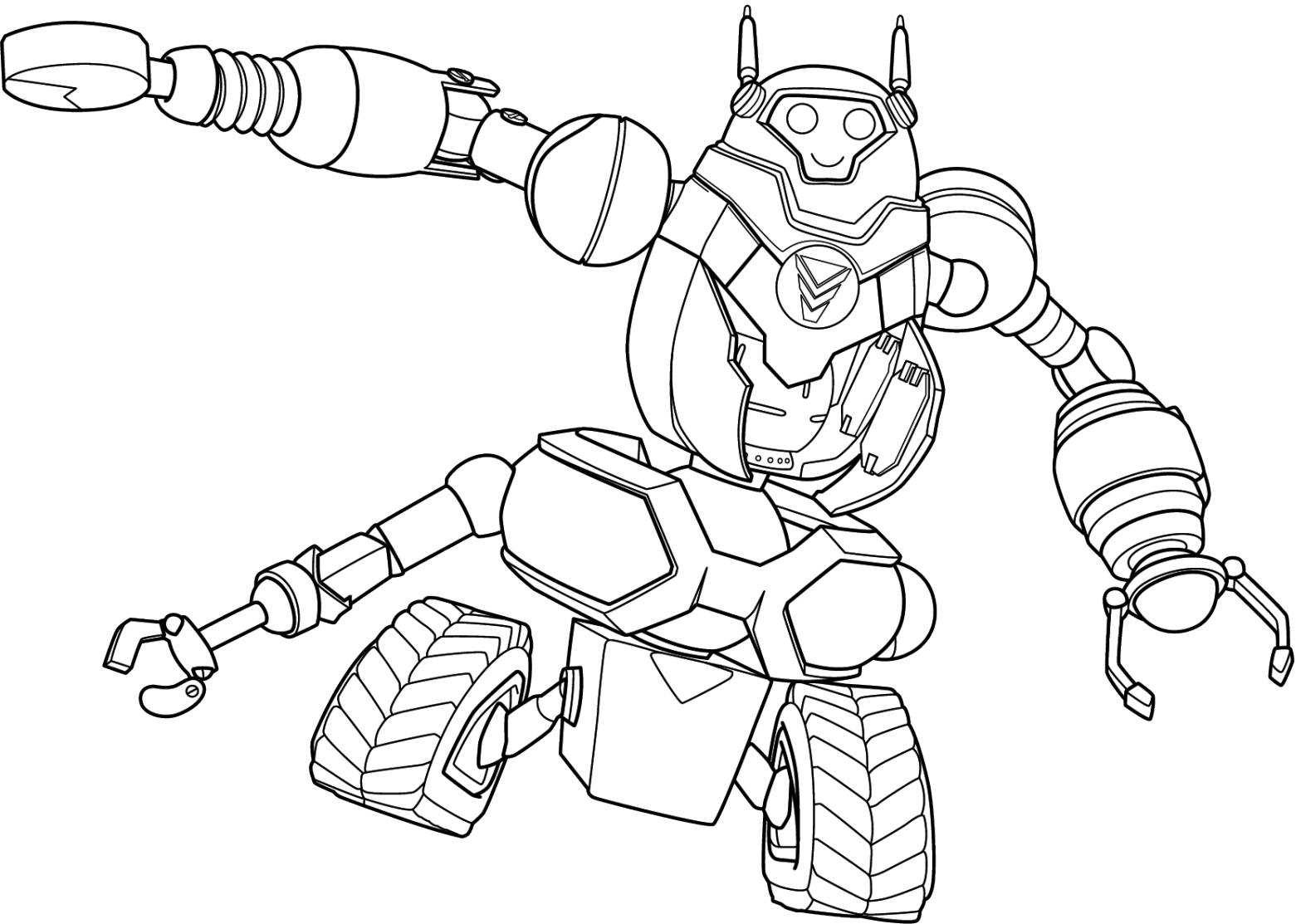
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PP_CHARA_2D_SLOBOT_02



PP_CHARA_2D_SLOBOT_01



PP_CHARA_2D_SLOBOT_02



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3D CHARACTER ART - MADCAP



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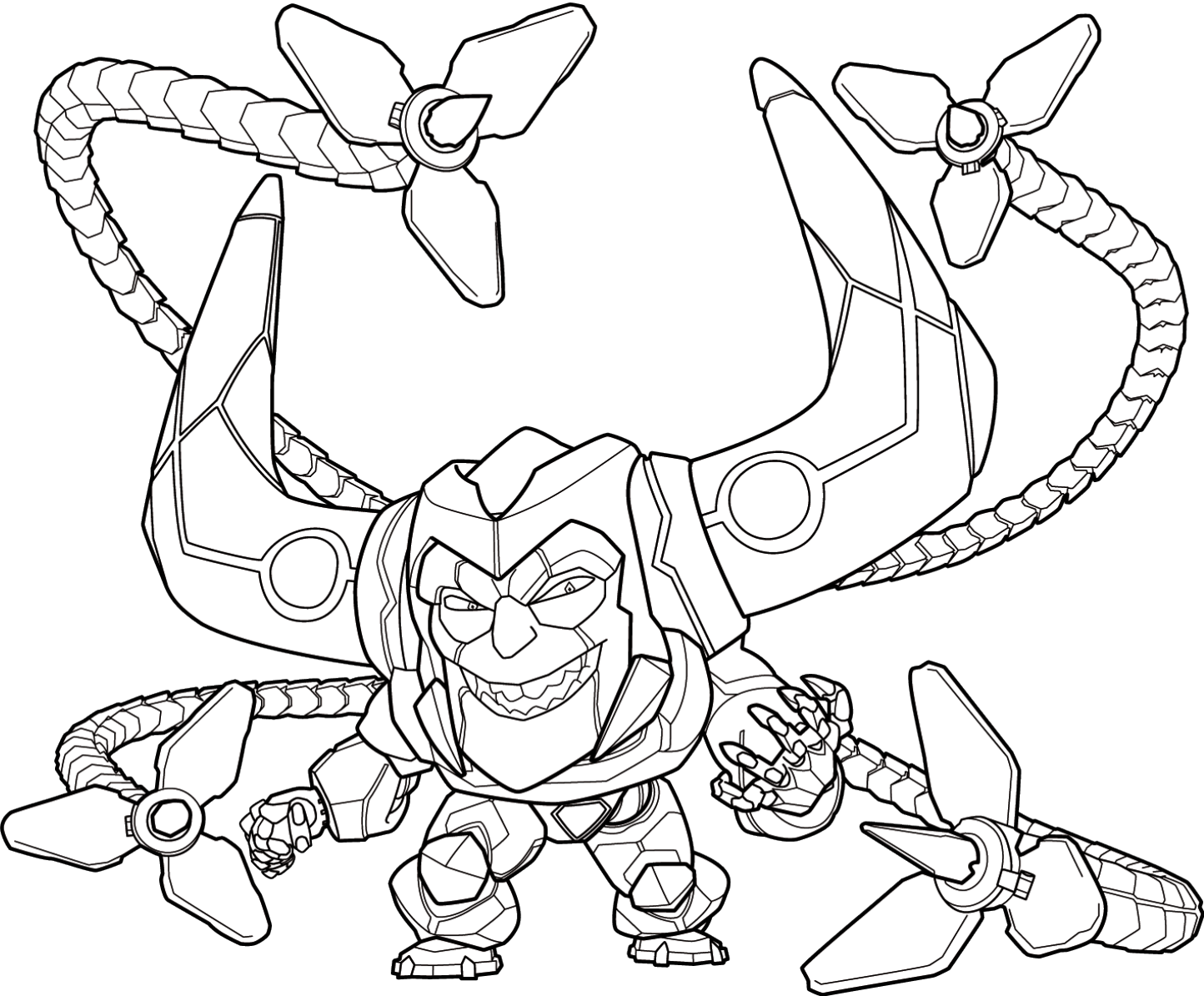
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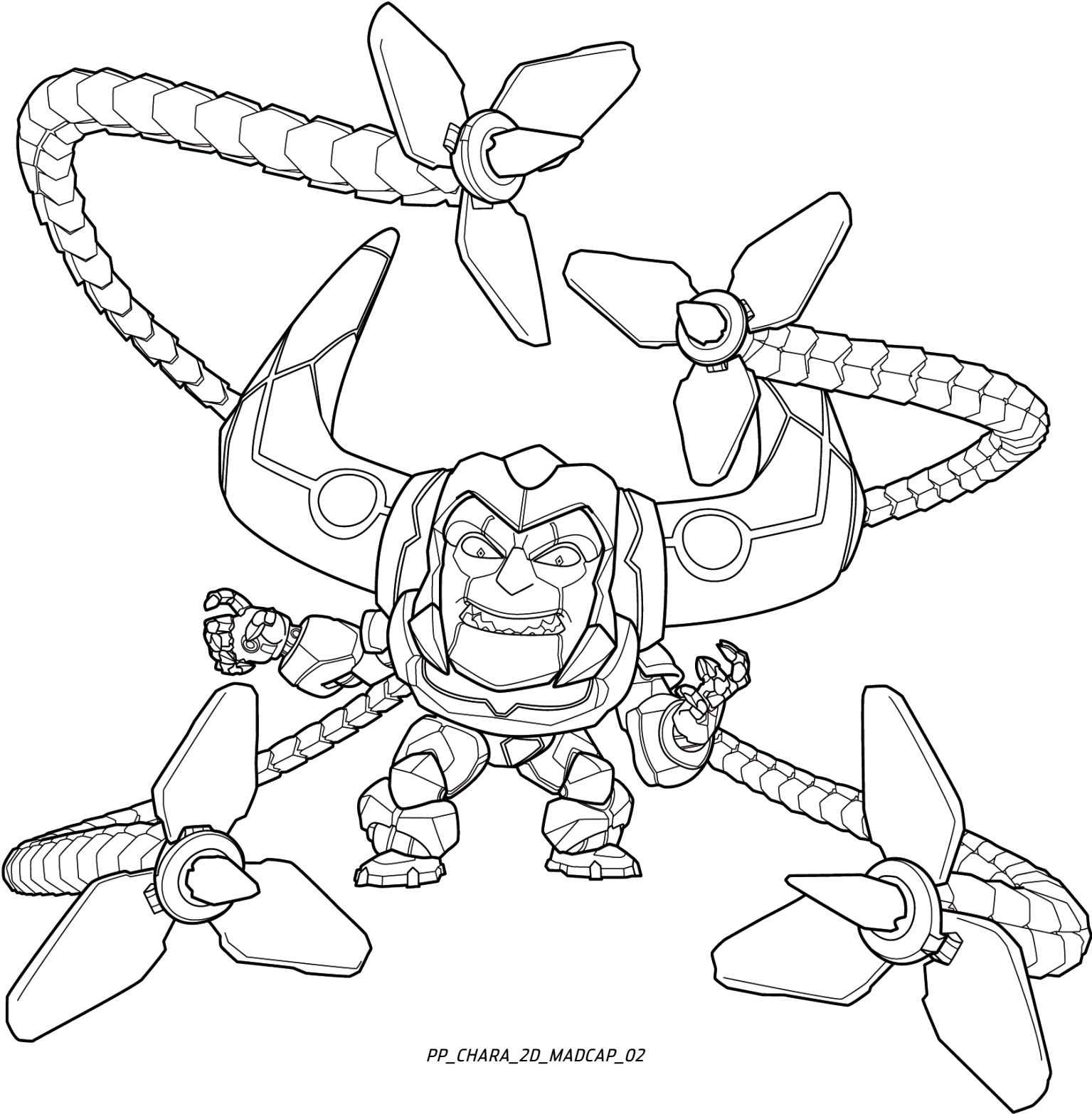
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PP_CHARA_2D_MADCAP_02



PP_CHARA_2D_MADCAP_01



PP_CHARA_2D_MADCAP_02



ZAG_PP_GRAPHIC_01.AI



ZAG_PP_GRAPHIC_02.PSD



ZAG_PP_GRAPHIC_03.PSD



ZAG_PP_GRAPHIC_04.PSD



ZAG_PP_GRAPHIC_05.PSD



ZAG_PP_GRAPHIC_06.AI



ZAG_PP_GRAPHIC_07.AI



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COMPOSED GRAPHICS



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ZAG_PP_GRAPHIC_09.PSD



ZAG_PP_GRAPHIC_10.PSD



ZAG_PP_GRAPHIC_12.PSD



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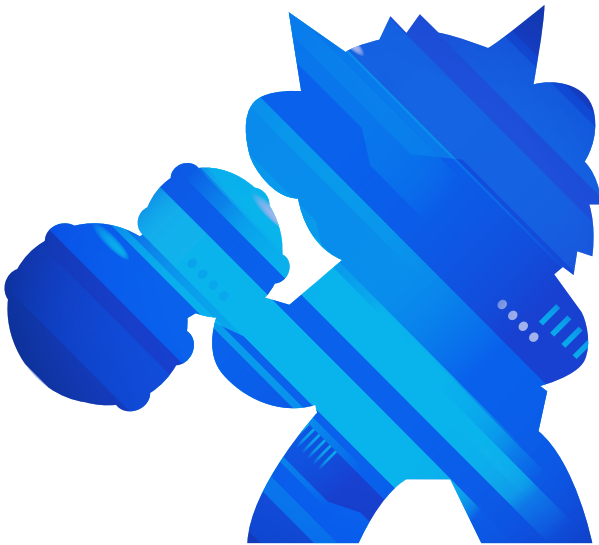


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ICONS



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ZAG_PP_ICON_02.AI



ZAG_PP_ICON_03.AI



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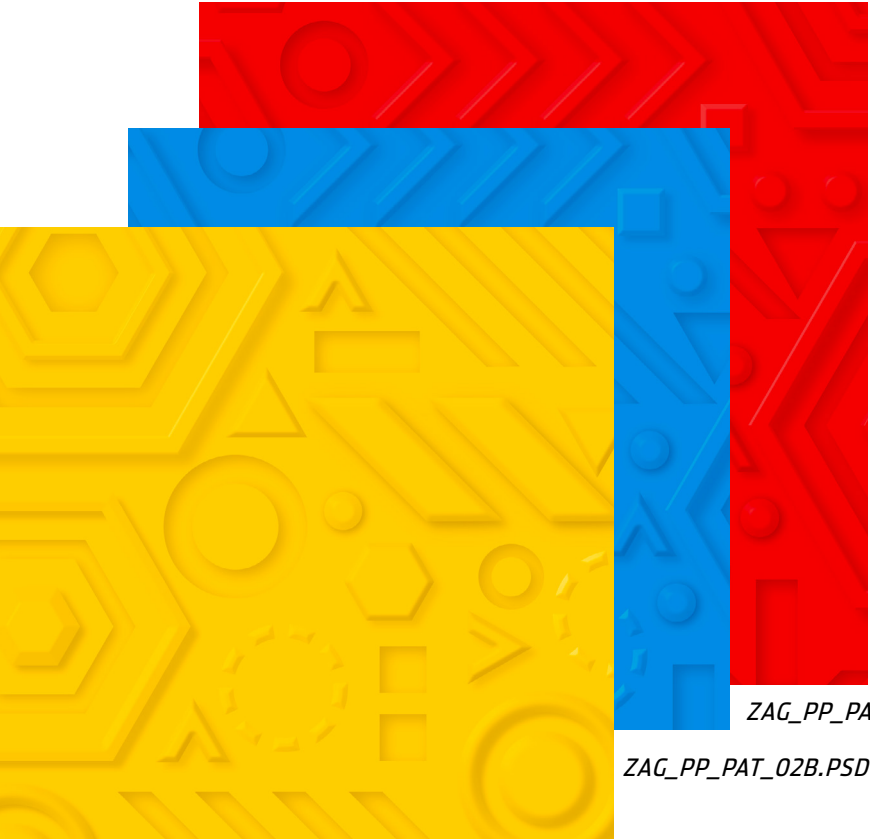
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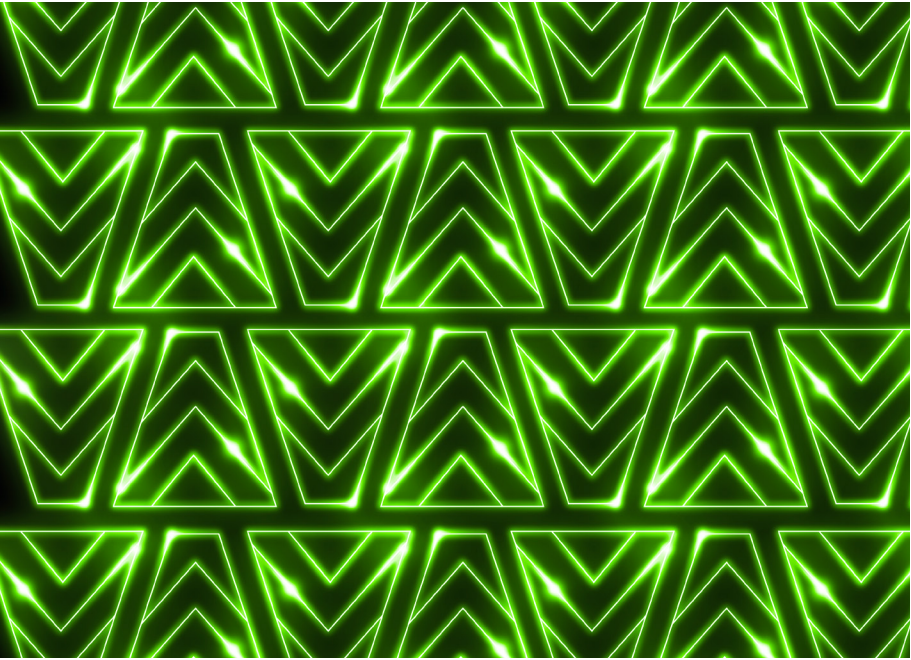
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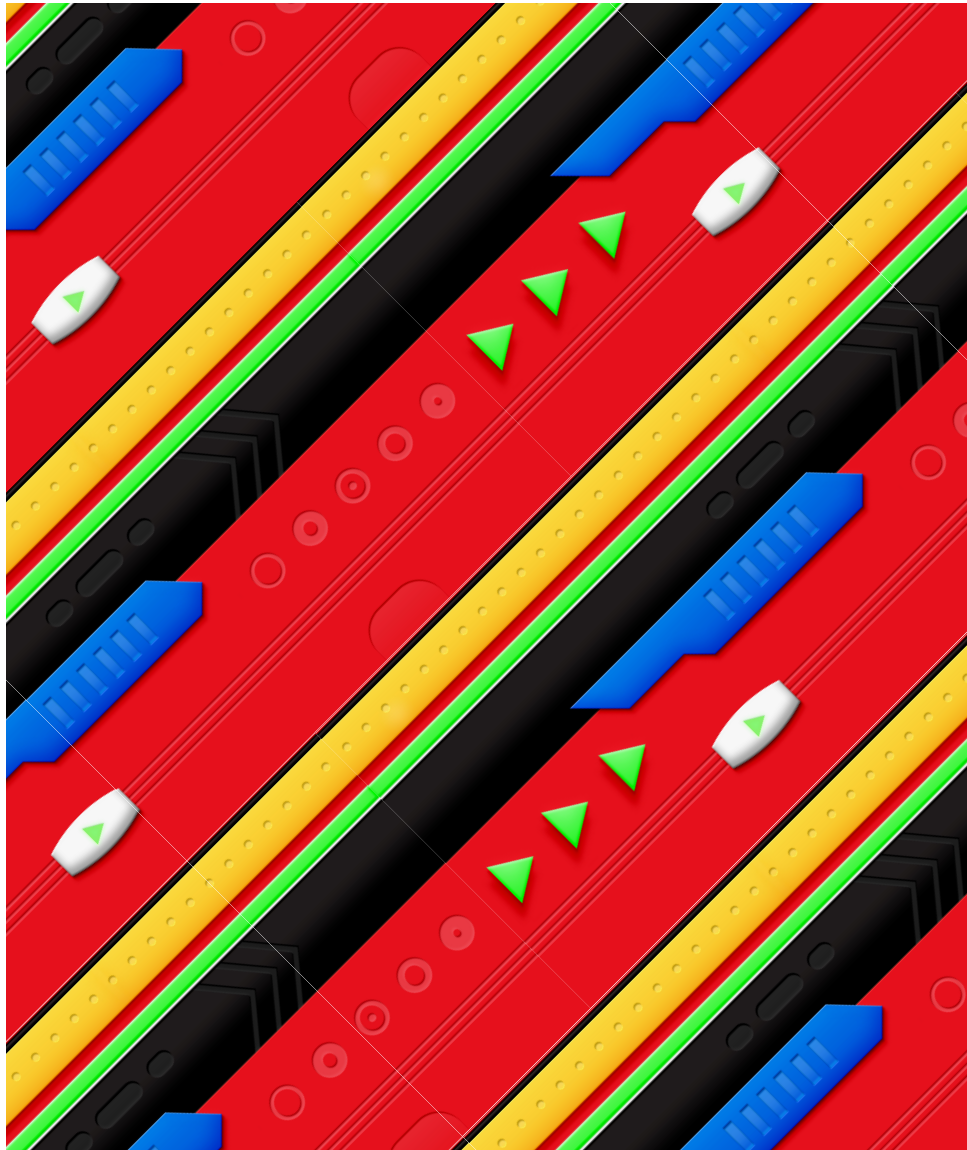


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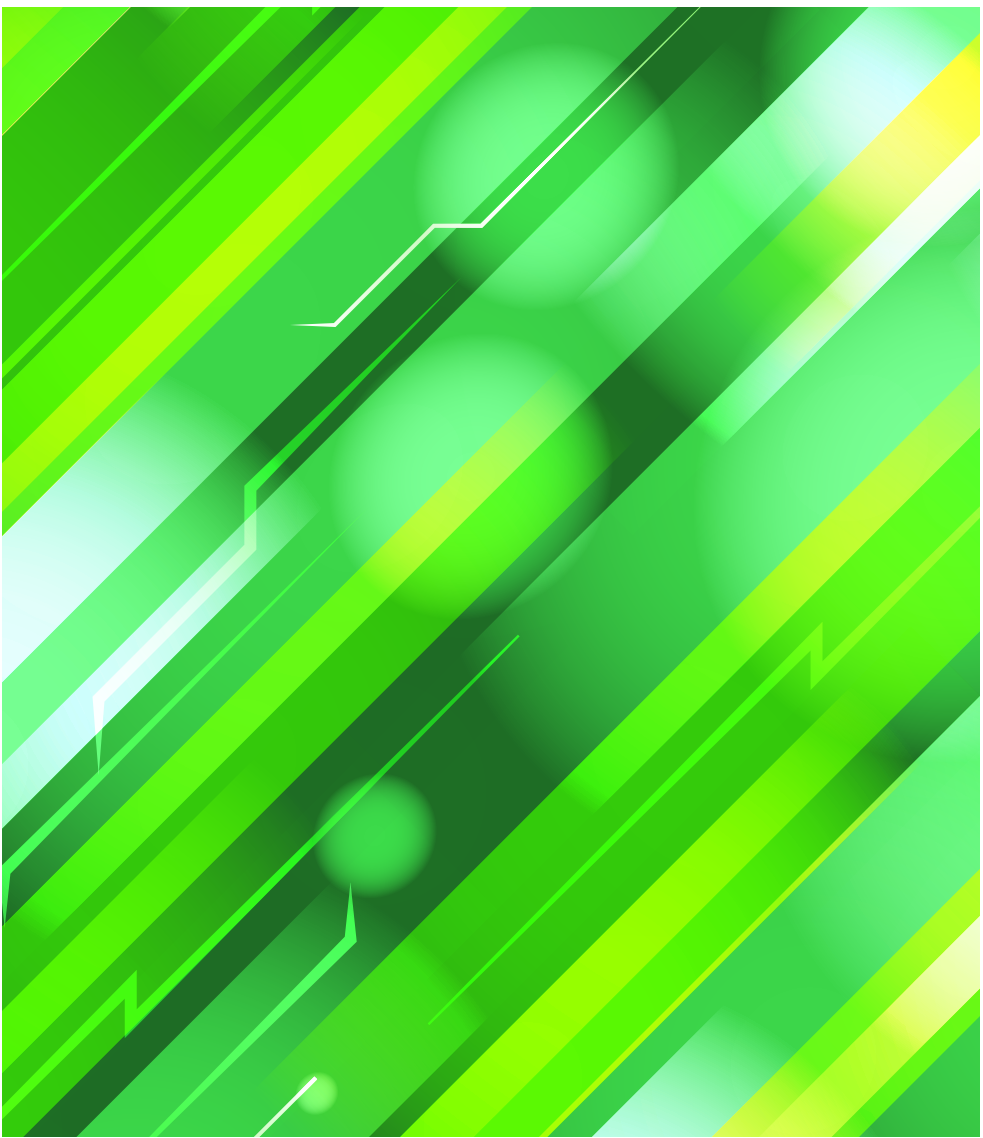
PATTERNS



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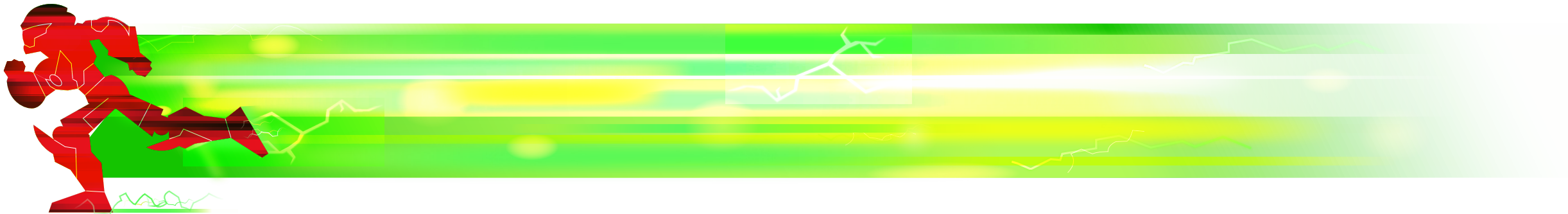


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BORDERS



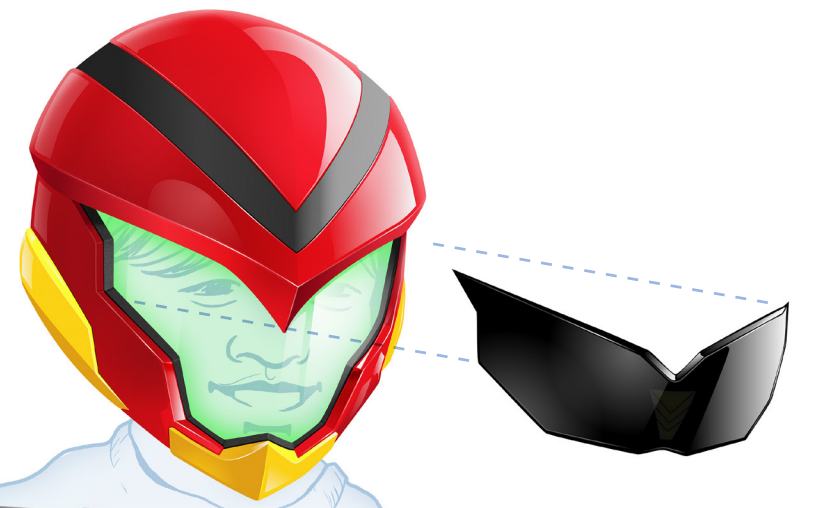
ZAG_PP_BORD_01.AI



ZAG_PP_BORD_02.AI



**AXEL'S V.R. HELMET
DRONE-CAM VIEWER**



*V.R. VIEWER CAN BE
SNAPPED IN OR REMOVED*

*WORKS WITH SMART
PHONE APP*



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PRODUCT CONCEPTS

**SARGE CHARGE'S
ULTIMATE BLASTER**



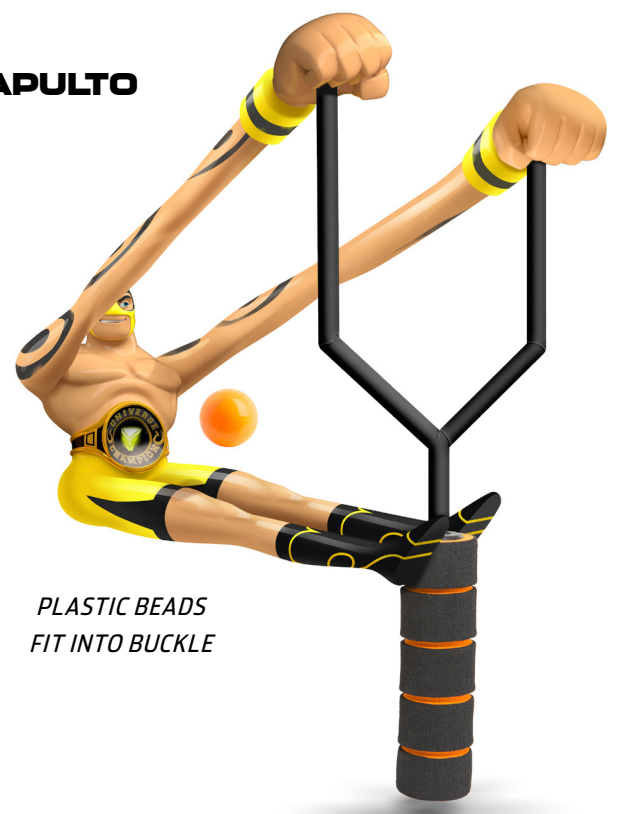
THREE MODES OF DESTRUCTION: SHOOTS WATER,
FOAM PROJECTILE BALLS, AND FOAM DISKS

**BEARBARIAN'S
HAMMER**



STRIKE-ACTIVATED
SOUND EFFECTS

MASKO CATAPULTO



PLASTIC BEADS
FIT INTO BUCKLE



COMES WITH
VILLAIN TARGETS



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PRODUCT CONCEPTS



PRINTED HOODIE



*LEATHER SNEAKER WITH
METALLIC ACCENTS*



SCREEN PRINTED HAT



*SCREEN PRINTED
SWIM TRUNKS*



ALL-OVER PRINT JOGGERS



SCREEN PRINTED T-SHIRT



SCREEN PRINTED HOODIE



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PRODUCT CONCEPTS



BAND-AIDS



NOTE BOOK SET



*CUSTOM MOLDED RUBBER
SHOWER GEL*



TOOTH PASTE + TOOTH BRUSH SET



SOCKS



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PRODUCT CONCEPTS



BEDDING + DECOR



*SCREEN PRINTED BACK PACK
WITH GLOW-IN-THE-DARK DETAILING*



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PRODUCT CONCEPTS



PARTY SET



*GLOW-IN-THE-DARK
PRINTED PAJAMAS*



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PACKAGING





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IN-STORE DISPLAY

